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USSR Report

CONSUMER GOODS AND DOMESTIC TRADE



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BELORUSSIAN OFFICIAL ON REPUBLIC'S IMPROVED GOODS SUPPLY

Moscow PRAVDA in Russian 15 Dec 84 p 2

[Report by Belorussian CP Central Committee Secretary V. Lepeshkin:
"Relying on Initiative", subtitled: "Man and the Services Sphere"]

[Text] Recently the range of goods has significantly increased in the stores of Belorussia: a number of them which had previously been considered deficit items can now be purchased without standing in line. On the whole growth in goods turnover is overtaking the increase in the workers' income. Party and Soviet organs have established daily control over trade enterprises to ensure that they are fulfilling their plans. And this is taking place at all levels--from the rayon to the republic level. The article published below describes how they managed to reach this turning point in supplying trade services to the populace.

As is well known, last October the CPSU Central Committee adopted the decree, "On the Work of Party, Soviet and Economic organs of the Belorussian SSR on Fulfilling the Retail Goods Turnover Plan". The ensuing tasks were discussed at a meeting of the republic party-economic aktiv, who set to work purposefully. The party committees and primary party organizations investigated the majority of the associations and enterprises, to disclose their reserves. They studied the state of trade and compiled a list of articles in increased demand, for which production must be increased; another list was compiled for obsolete items whose production must be discontinued.

Exhibits of goods were held at which work experience on expanding production and using local raw material resources was summarized. Having disclosed the overall state of affairs, the oblasts and the republic ministries and enterprises were given intensive tasks for producing consumer goods, both in terms of rubles and in terms of assortment. The local Soviets of Workers' Deputies have begun to more fully utilize the rights granted to them. Specifically, a system was worked out for coordinating production of cultural-domestic and household articles, whose production is not centrally planned.

First of all we are increasing production of consumer products in the branches which specialize in their manufacturing. Control has been established over more completely satisfying trade orders for one kind of goods or another. Let's take light industry for example. Its transition to working under conditions of the economic experiment now underway in the country has increased the role of the working collectives in planning, and has increased their interest in the high quality of the end results of their work as well. The enterprises have adopted intensive counter-plans. The plan for 1984, in comparison to the initial draft, was increased by 54 million rubles. The coefficient for using plant capacities was raised sharply. As a result, more than 120 million rubles worth of consumer goods have been produced above that which was planned.

All enterprises in Group A have mastered a "second occupation". In the three years of the five year plan their deliveries to trade have increased by one third. These enterprises are producing more than 30 per cent of the cultural-domestic and household articles made.

However we cannot be content with what has been achieved. We see further development of production of consumer goods in the creation of modern specialized shops and sections at every enterprise, no matter which department the enterprise is subordinate to. Thus far they are in operation in only one-third of industrial production.

Let's take the Grodno Automotive Parts Plant. Here manufacturing of children's bicycles has increased twofold, and their quality has improved considerably. Presently the enterprise produces R1.45 in consumer goods for every ruble which goes for wages.

Cooperation in the production of technically-complex articles is considered very important. For example, the collaboration of the electromechanical plant in Brest and the "Termoplasta" plant in Minsk with enterprises in Leningrad permitted assimilating production of stereo tape players, electric fans, coffee makers, and mixers, all of which are in great demand. The Minsk tractor plant, which entered similar cooperation with other labor collectives, has organized at its plant manufacturing of a two-wheeled garden tractor, the "MTZ-0.5" for cultivating subsidiary farm plots. In 1984 more than 3,000 units were manufactured for sale.

Quite a bit has been done. But here's what analysis indicates: whereas on the average throughout the republic production of consumer goods by heavy industry enterprises amounts to 45 kopeks for every ruble which goes for wages, at a number of plants it does not exceed 10-15 kopeks. In other words, there are reserves, and there is still quite a lot of work to do in order to bring this indicator up to a ruble. All enterprises of union subordination have compiled a list for this year and future years of goods, the production of which they must assimilate.

Of course a great deal here also depends on the ministries. Enterprises are seldom allocated funds for raw materials and supplies required to manufacture complex, high-quality goods. It would be expedient for the union

ministries, when defining the assignment in monetary terms, to consider the proposals of the oblast and republic planning organs, which are establishing a specific production assortment. Here one cannot get along without the help of USSR Gosplan and Gossnab.

Next year it is planned to produce 800 million rubles worth of consumer goods at non-specialized enterprises of various subordination. The plan is an intensive one. Therefore, a search is being made in the localities for a great variety of raw material sources--in industrial waste, for example. A system has been set up for accounting for waste. Oblasts, and republic ministries and departments have been given assignments for using secondary resources. In the current five-year plan the volume of manufacture of consumer products from industrial wastes will increase by a factor of 2.2. Bringing these additional resources into circulation promises savings of 170 million rubles in basic raw materials.

Sales to the populace of waste materials and substandard products which are in demand are increasing. Use of local raw materials has improved. Production of ceramics and pottery in particular is increasing at a rapid rate; over the five-year plan production volume will increase almost twofold. Local industry could produce a lot more consumer goods, but there are not enough small machine tools, let's say, for woodworking, for manual weaving, nor devices for making artistic wrought iron products, and other items.

Yet another reserve is economizing on raw materials and supplies and using them for expanding production of consumer goods. In 1984 alone, conservation helped BSSR Minlegprom [Ministry of Light Industry] to make additional production worth 18 million rubles, and the republic Minmestprom [Ministry of Local Industry] 5 million. Currently the labor collectives are accepting the obligation to work no less than two days next year on the raw materials and supplies saved through economizing.

To make articles to be sold in the stores, more and more use is being made of the labor of retired people and people with limited working capability. Home labor combines, which have an extensive system of branches, have been set up in all oblast centers.

The time has come to sum up the first results of the completed work. For the past two years Belorussian industries have produced over one billion rubles worth of consumer goods above that called for in the plan. This is quite a large addition. But this is, as they say, the quantitative side. The main thrust is not for gross output, but for production of precisely those products which the purchaser acknowledges.

It has become the system to annually develop and approve an assignment for a new assortment of goods. We conduct wholesale trade fairs every six months, and for a number of items with a complex range of goods, every quarter. Trade organizations together with industrial enterprises are making wide use of the practice of examining the collected assortments, they hold conferences with the purchasers, hold sales exhibits, and have expanded the network of company stores. The traditional forms of contact between trade and industry are being supplemented by cooperation agreements. In 1984 all

of this permitted agreeing on the exchange of 132 million rubles worth of goods which were not in demand, renewing the assortment of sewn and knitted articles and fabrics by more than one-half, and shoes by 90 per cent.

Stocks of unmarketable and shopworn goods have been reduced both in trade and at industrial enterprises. But, at times we still encounter problems which are difficult for us to solve. For example, in recent years there has been a radical decline in the demand for silk weaves made with acetate threads, produced by the Mogilev silk fabrics association. The enterprise requires fundamental technical retooling. The state of affairs has to be corrected. It is for USSR Minlegprom to decide.

Until now we have been speaking of industry. However, we have become convinced that trade itself can do a great deal to replenish commodity resources. We have in mind improving the procurement and production activities of the consumers' cooperatives, developing subsidiary farm plots, increasing output of one's own production in public catering, and expanding trade in second-hand goods.

The Belorussian CP Central Committee buro has approved the initiative of the Belorussian Union of Consumers' Societies for a twofold expansion of its own trade resources in the 11th Five Year Plan. The planned program is being carried out. Public catering has taken the route of sharply increasing production and expanding the assortment of semifinished products, deli and confectionery articles; and additional departments are being opened in supermarkets and other large stores.

Recently there has been significant improvement in the operation of the system of small retail stores. Carryout trade is being organized at stores and public catering enterprises everywhere. Both in the city and in the rural area the practice of holding trade fairs for a variety of goods is becoming widespread, not only at kolkhoz markets, but also on promenades and at popular resort areas. The operating system at the trade enterprises has been regulated for the convenience of the workers. The attitude toward advertising has changed as well; its influence is expanding and it has become more attractive.

Reorganizing the entire business of furnishing goods to the populace requires considerable effort and persistence. One must overcome the stereotyped thinking of the trade workers which has formed over the years, introduce serious corrections in the style and method of management, and take a firm approach to knocking down the departmental barriers which have arisen among trade, industry, and transportation enterprises, between retail and wholesale trade. Republic party committees and primary party organizations are working with the cadres toward these ends. The Belorussian CP Central Committee is carefully monitoring this work to ensure that it is carried out concretely and purposefully and not in a general, episodic manner.

The growing insistence on high standards from the personnel has contributed to the fact that supervisors, specialists and representatives of the mass occupations are gaining more and more confidence in the feasibility of intensive plans, and are changing their style of work. New initiatives are being displayed in searching for new and more effective methods of trade.

Successful development of trade and public catering, as well as production of a number of consumer goods which are in short supply, are for the time being delayed by the poor condition of the material-technical base. This is one of our most serious problems--and, it seems to us, is one that requires greater attention on the part of the union organs.

The measures taken for increasing output of the consumer goods which are in demand, and improving organization of trade have, since the third quarter of 1983, permitted attaining the goals established in the five-year plan. From January through November of the current year, 11.5 million rubles worth of goods have been sold to the people over what the plan calls for. Next year sales are to increase further by almost a half-billion rubles.

According to calculations by the specialists, resources for this purpose are not sufficient for the time being. But the efforts of the republic party organization are focused on further increasing the level of organizational work, putting internal reserves into action, improving the quality and expanding the assortment of production. The working collectives have been given the task of making use of all capabilities for the successful completion of the five-year plan.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

NEW DEVELOPMENTS IN FISH INDUSTRY DESCRIBED

Moscow PLANOVYE KHOZYAYSTVO in Russian No 11, Nov 84 pp 85-91

[Article by N. Sysoyev, head of section, council for the study of forces of production, and B. Akimov, head of department, Central Scientific Research Institute of Information and Engineering Economic Studies of the Fishing Industry: "The Fishing Industry in the National Food Production System"]

[Text] The fishing industry encompasses all types of production of animal and plant organisms from the water and then the processing of the raw product into foodstuffs, animal feed and medical and industrial products. The fish industry combines the fishing and a number of specialized cooperating branches.

The fishing industry is supported by the specialized ship building, ship repair and net fabrication enterprises, port facilities and the transport and refrigeration fleet; the fish processing industry by the wood container, tin can and other industries. Over 75 per cent of fish industry workers are engaged in basic production, and this 75 per cent accounts for some 90 per cent of the industry's gross production. Broken down another way, the production subbranch accounts for roughly 30 per cent, the processing subbranch for approximately 70 per cent of gross production for the fish industry as a whole.

An important socio-economic feature of the way the fish industry functions is to be seen in the fact that it is based upon two different forms of property — state property and kolkhoz-cooperative property (fishing kolkhozes). The state-owned component plays the larger role. In 1982, for example, it accounted for 75 per cent of the total national catch.

In terms of the economic importance of the basic product (foodstuffs for the most part) and the production methods used to process the raw product, the fish industry can be considered a branch of the food industry. The former accounted for 7.4 per cent of gross production in 1982.

The fish industry is a capital-intensive industry. As of January 1, 1983, fixed industrial assets within the fish industry accounted for 25.1 per cent of fixed assets within the food industry overall, a figure greater than for the meat, butter and cheese, dairy and confectionery industries taken together.

Among the various branches of the country's food production system, the fish industry occupies something of an isolated position. Its links with agriculture

and the branches responsible for processing agricultural products are negligible (less than 4 per cent). At the same time, this branch makes a substantial contribution to total production volume and plays an important role in final product structure for the food production system overall; to a considerable extent it will be found to govern our national consumption of animal protein and fat.

Fish products currently account for some 20 per cent of the animal protein balance, while in 1982 fish and fish products comprised over half the commodity production of meat and meat products in terms of weight. Meat has three times more calories than fish, but fish is assimilated much easier. While the human body assimilates roughly 40 g of every 100 g of fish protein, it assimilates only 20 g of each 100 g of pork protein, 15 g of each 100 g of beef protein.

The links between the fish industry and the rest of the national economy are many and varied, product resources moving in both directions. According to data on the interindustry product distribution balance, the fish industry supplies products to 58 other industries and consumes the production of 83 industries engaged in material production.

The fishing industry today comprises fishing operations in both open and inland waters. The latter category includes the country's inland seas and its bodies of fresh water, which comprise lakes, reservoirs and fisheries.

In 1982 our open water fishing operations yielded 87 per cent of our production of fish and other commercial products, our inland waters 13 per cent of total volume.

The geographic distribution of fishing industry operations is characterized by distinctive features determined by the nature of the various branch activities. The fishing subbranch, for example, has developed where we find concentrations of the basic resources; the growth of the fish processing subbranch has been determined by the geographic distribution of centers of demand for processed fish products, while the supply and support branches (ship repair, net repair and manufacture and the container and other industries) have grown up around centers in which the primary (fishing) branch of the fish industry is concentrated.

The USSR Food Program for the Period Extending to 1990 calls for fish production to reach 4.2 million tons in 1985, 4.3-4.5 million tons in 1990; the program calls for canned fish production to reach, respectively, 2 and at least 3.2 billion cans. Plans also call for significant expansion and updating of the selection of fish products and substantial improvement in the quality and taste of these products. The decade 1981-1990, for example, will see production of live and frozen fish roughly doubled. The result will be an increase in average per capita consumption of fish and fish products from 17.6 kg in 1980 to 18.6 in 1985 and 19 kg in 1990 and at the same time an improvement in the structure and pattern of consumption. The average per capita consumption of fish and fish products in 1982 was 18.1 kg.

The increase in fish production called for by the Food Program should be achieved by increasing the efficiency of branch production capacities and insuring more efficient use of the natural resources of the world ocean and our own inland waters.

Advances in science and technology, the most important factor in intensifying branch production, will play a major role in efforts to reach these objectives. This will involve a search for new fishing grounds in the open waters of the world ocean, efforts to increase the efficiency with which our fishing fleet operates in both domestic and foreign waters and gradual conversion of fishing and fish breeding to a system of well-managed fish commodity production.

The world produced 79.9 million tons of fish and sea products in 1982. The USSR accounted for some 12.5 per cent of the world catch (roughly 10 million tons). Scientific solutions to the tasks with which the country's Food Program has confronted the USSR fish industry will make it possible to consider increases in fish and sea product yields feasible. The most important source of these products is the world ocean. This orientation is dictated not only by the nature of the ocean's biomass, which can be removed without undercutting our reserves, but also by the fact that the USSR has the world's largest industry fleet, a highly developed system of shore-based facilities (maritime fishing ports, ship repair facilities etc.), highly competent fleet operators and a system of educational facilities to train them.

The rapid growth of our maritime fishing operations since the end of the war, and particularly over the course of the past decade, has been made possible by the results of worldwide research in areas of interest to the fish industry and the development of new, more efficient fish production technologies. The fleet, which accounts for over 70 per cent of the value of fixed production capital, currently constitutes the basic component of the material base of the branch. The fleet accounts for over 90 per cent of the production of fish and other sea products and almost all the fish meal production.

The rapid expansion of the fishing fleet and the use of powerful new high-tonnage ships has made it possible to go from passive coastal fishing to active maritime fishing operations. Improvements in fish production technology combined with the principle of the freedom of the open seas have in turn made it possible to increase our catch and our output of fish products.

There is a negative side to this as well, however. Prolonged periods of maximum exploitation have cut into fish resources sharply, exhausting them completely in some instances. A number of what had long been the most productive fishing grounds, moreover, have now fallen under the national jurisdiction of littoral states as a result of the establishment of 200-mile fishing or economic zones and the imposition (beginning in 1977) of limits on catches by a number of countries, including the USSR.

Under the impact of these changing fishing conditions in the world ocean, our fish industry has been able to stabilize its production of fish and other sea products and then gradually increase it by opening up new fishing grounds and introducing new products from the open areas of the world ocean. This trend has characterized not only the current five-year plan, but will be a characteristic of future plans as well.

The Tenth Five-Year Plan period saw our production of fish and other sea products exceed Ninth-Five-Year-Plan performance by more than 3 million tons. As compared with the Ninth Five-Year-Plan period, production of fish processed for food was

up 1.2 million tons, canned fish by 4.3 billion cans and fish meal by 177,000 tons with a simultaneous improvement in the assortment of products offered. Production of fish and other sea products for 1982 was in the neighborhood of 10 million tons, which made possible an increase in per capita consumption of fish and fish products from 17.6 kg in 1980 to 18.1 in 1982.

A great deal of attention is being given to study of individual regions of the world ocean, the deep-water areas and of the submarine terrain. Despite the fact that these areas are less productive than the coastal fishing grounds above the shelf, they contain large concentrations of fish and other sea products which the industry has yet to exploit. We could substantially increase our catches of various types of tuna alone. Still to be exploited as well are fish families such as the garfish, reserves of which, according to preliminary estimates, run into the tens of millions of tons, and flying fish, which inhabit the upper layers of the epipelagic zone in tropical waters. More extensive studies at the great depths (below 600-700 m) as well as of the pelagic zone in the open waters of the world ocean can also contribute to substantial increases in our catch.

Scientific studies and experimentation during the 1970's assisted in the organization of integrated programs of observation and study of industrial-oceanological regions having the objective of gathering information which would help in efforts to analyze regularities in the distribution of productivity over individual areas with selective environmental conditions essential for solving problems associated with the effort to develop ways to grow biological organisms in sea water artificially.

Aquaculture, the application of agricultural and animal husbandry methods to the cultivation and breeding of aquatic plants and animals under controlled conditions, has become a field of vital importance over the past few years. The USSR has been working on the bioengineering involved in raising oysters, scallops and mussels in the Black Sea and waters in the Far East. We have also begun to cultivate a variety of marine algae, the sacchariferous laminaria on the Murmansk coast and in the White Sea and the Japanese laminaria in the Primor'ye. Agar, sodium alginate and agaroid, all derived from algae, are used extensively in making confectioneries and ice cream. But to produce these substances in large amounts will require intensive study of the problem of selecting the right kind of facility to grow them in and where to locate these facilities.

To increase our take and use of krill as a food product is also an urgent task. Supplies of this valuable tiny marine crustacean are substantial, and they can be exploited more heavily without undermining our reserve balance.

Much also has to be done to accelerate the development of fish production and breeding operations in our fresh inland waters, what with the fact that our country has extensive areas of inland water. Our rivers extend a total of 500,000 kilometers; our 250,000 lakes cover over 25 million hectares, while some 200 reservoirs cover a total of 10 million hectares.

By 1985 our catch of freshwater fish should be running 35 per cent above that for 1980. In accordance with the country's food program, plans call for an intensification of our efforts in the area of commodity fish breeding. As compared with

1980, the volume of fish cultivated as commodity should rise 1.8-fold and reach 300,000 tons by 1985. Over the course of the decade 1981-1990 the volume of fish cultivated as commodity in our hatcheries should increase 3-fold.

The current and future five-year plans will see our commodity fish production program continue to be based upon our network of hatcheries. With the objective of expanding and strengthening the material-technical base of our commodity fish production, we are beginning already in the Eleventh Five-Year Plan to build or improve more than 70,000 hectares in pond area. At the same time, some 80 per cent of the increase in our pond fish production will be due to more efficient utilization of existing ponds and increases in pond productivity, that is, more intensive fish breeding. Pond productivity will grow from 10.5 hundredweight per hectare in 1980 to 15.8 in 1985.

It is also being proposed that we intensify efforts to increase fish production through the development of new methods in industrial fish cultivation, that is, by cultivating fish in hatcheries, ponds and special facilities into which is pumped the warm waste water from electric power plants, by concentrating our plantings of fry and fingerlings.

Enlargement over the course of the current five-year-plan period of the area of our fish cultivation lakes, attention being given primarily to the small and medium-size lakes, will increase our commodity production of fish in such facilities some 2.4-fold.

Accelerated development of fishing and fish cultivation in our inland waters, particularly of commodity fish production operations, will require solution of a number of scientific and engineering problems, the development and introduction in our hatchery operations, for example, of biotechnical norms to govern the production of good-quality planting stock in carp, herbivorous and other types of fish while raising the productivity of our breeding ponds to 20-25 cwt/ha (depending the location of the facility) and increasing survival rates of year-old fish to 80-85 per cent in our ponds and 90 per cent in our hibernating facilities.

The development of controlled lake-based commodity fish production facilities requires going over completely to artificial propagation. Success in this direction will entail continued work on the biological methods of breeding viable young fish, the development of reliable methods of controlling species composition and population, the development and production of better systems for mechanizing and automating fishing, fish breeding, land reclamation and other operations.

The pond culture method of rearing fish, which makes it possible to produce up to 50 kg of fish per 1 m² of pond area, is contributing to efforts to intensify fish breeding operations in our inland waters. Extensive application of this method will yield viable stock for stocking ponds and cultivating fish as commodities.

The immediate future will see the industry conclude a program of scientific research and planning and design projects aimed at making it possible to use geothermal sources as well as warm waste water from electric power plants and industrial and municipal facilities. Special attention is being given to the problem of insuring proper water treatment, heat transfer and water conditions.

We will be testing an industrial facility for cultivating fish in recycled water. Adoption of a system like this will enable the country to increase commodity fish production and sharply reduce both water consumption and heating costs.

We are supporting the development of our industrial fish cultivation program with the propagation of fast-growing varieties of fish which can endure densely populated ponds and resist disease and the development of equipment to mechanize and automate feeding, sorting and preventive treatments.

The current five-year-plan period will also see work completed on the development of feed mixes and the beginning of mass production of starter, capsulated, therapeutic and production feeds for all varieties of fish. The industry is establishing special enterprises to produce these feeds using improved production systems with capacities of up to 290,000 tons, to include 15,000-ton starter feed capacities.

The development of progressive formulas and fundamentally new types of feed, such for example, as floating, water-resistant and granulated feed of neutral buoyancy and dyed so as to permit maximum utilization will make it possible to reduce feed costs by roughly half and cut feed prices some 20-30 per cent.

The development of fish breeding operations on our inland waters encounters the difficulties associated with the rapid development of other branches of industry and the effects of a number of anthropogenic factors.

Efforts to control the flow of our rivers, increases in volumes of water lost irretrievably in consumption, the pollution of our inland waters, timber rafting and other activities affecting our water resources are disrupting the hydrological and hydrochemical conditions in these waters, reducing spawning areas, exhausting food supplies, degrading conditions conducive to reproduction and, ultimately, destroying the fish population. We are therefore seeing increasing outlays for improving natural and the creation of artificial spawning grounds and efforts to increase the efficiency of operations with the objective of improving conditions for natural reproduction.

Fish industry scientists have developed means of artificially propagating such commercially valuable species as the sturgeon, salmon, whitefish and a number of the smaller, run-of-the-mill varieties. There are now 149 hatcheries in operation around the country along with 13 industrial acclimatization facilities with a total capacity of some 8.5 billion young fish. The years of the ninth and tenth five-year-plan periods saw them produce 114 billion fry and fingerlings of commercially valuable fish. As compared with figures for the Ninth-Five-Year-Plan period, the production of young fish of the most valuable species, the sturgeon and salmon, was up 38 and 24 per cent respectively for the Tenth-Five-Year-Plan period. Reorganization of fishing for the Caspian sturgeon and intensification of programs of artificial propagation have now made it possible to raise annual takes to the level of 24-27,000 tons, while sturgeon catches during the 1960's never exceeded 15-16,000 tons. The population of the Caspian white salmon has now been reestablished thanks to artificial propagation.

The Eleventh-Five-Year-Plan period should see the construction and improvement of hatcheries and the addition of capacities bringing the production of young sturgeon to 30 million, salmon to 150 million and of the more common smaller fish to

some 10 billion fish. The Eleventh Five-Year Plan also calls for the cultivation of 52 billion of the commercially valuable species in our natural waters and reservoirs. The plan is also to intensify efforts to improve the biotechnology and hatchery operations involved in cultivating the commercially valuable fish and more extensive use of acclimatization facilities.

Problems now requiring immediate solution would include the regulation of water conditions in our most important fish breeding waters and the optimization of water distribution under conditions involving the multiple utilization of water resources. In this connection, work continues on the development of more effective screens for irrigation, power plant and other water intakes.

The scales on which we are exploiting the biological resources of the hydrosphere and the continuing pollution of our waters by industrial waste are confronting pisciculturists with a number of new problems calling for more frugal and at the same time more effective utilization of the living resources of our water. We are gradually coming to a general awareness of the fact that in addition to administratively and legally, the problem of insuring rational utilization of the biological resources of our hydrosphere must be approached from the economic and organizational points of view as well. This finds confirmation in the serious tasks confronting us in the development of our maritime fishing operations and of fish cultivation programs in inland waters.

Advances in the science and technology involved in our fish processing operations are connected first and foremost with improvement in the quality and expansion of the assortment of the fish used in our food industry. The Tenth-Five-Year-Plan period and the first two years of the eleventh have seen the introduction of 310 new fish products and processed and canned fish. We have developed processes for controlling the aging of processed products, making forcemeat from a mixture of fish, special-quality fish glue, protein products (concentrates, hydrolyzates, isolates) and a variety of products using them (molded processed foods and smoked foods), sterilizing processed foods at high temperatures, which shortens the processes involved in making these foods etc.

To insure efficient use of the raw product in the manufacture of processed foodstuffs and the reprocessing of all waste generated during fish-processing operations into food meal are the most important tasks now facing the branch. While 1983 saw 76.5 per cent of our production of fish and other sea products go to the manufacture of foodstuffs, the Twelfth and subsequent five-year-plan periods will see this figure increase. A 3.1-per cent rise in fish production during the Eleventh Five-Year-Plan period has been generating a 10.8-per cent increase in the output of processed food products (including canned fish) and a 24-per cent rise in the production of improved product assortments. Production of live and frozen fish will rise by 41 per cent, of smoked fish products 12 per cent, dried and cured fish 25, cured fillets 10 and of fish cooking products by 16 per cent. The range of processed fish products will be substantially improved with increases in the production of sardines, sprat and other fish in great demand in oil, as well as of a range of gourmet products and fish processed and preserved in its own juices.

Improvements in the quality and expansion of the range of processed food products will follow from the introduction of improved processing methods in our production operations:

- fermentation systems and spices and aromatics to give fish products the desired characteristics;
- intensification of production operations involved in the processing of fish and other sea products with the use of new physical means and methods (vacuum, ultrasonic, electric current, infrared and other types of radiation, etc.);
- use of food products made from the small pelagic fish in our food production operations (hydrolyzates, autolyzates, fish protein, structured products, puddings, dry fish soups and bouillon, fish meal) and
- going over to nonwaste-producing methods in a number of our fish processing operations.

One of the major tasks confronting the fish industry is the organization of fish (frozen ocean fish for the most part) processing operations in large cities and industrial centers sometimes located far from our maritime fishing ports. A great number of fish-processing centers and combines equipped with the latest in production and processing systems designed to turn out 10-85 tons of a broad range of high-quality fish products a day in small packages convenient for consumer use are now under construction. Some of these enterprises have already been built and are now in operation.

The future will see small fish used as the primary raw product in the production of a broad range of food products: cutlet-style molded forcemeat products, meat balls and rissoles (in the form of breaded convenience foods, semicooked products and of the main component of other frozen fish-based dishes), fish sausage, fish meal products (pelmeni, pirozhki etc.) among others. Production of these products should be based upon low-waste or waste-free processes. The experience of other countries shows that in the case of ocean fish products, one of the most efficient methods of utilizing the smaller pelagic and other types of fish, as well as other sea products of low commodity value, is to make forcemeat and a variety of forcemeat-based products out of them.

In addition to building fish-processing centers in the vicinity of concentrations of consumption, we are developing and expanding a system of large, specialty stores, cafes and restaurants equipped with the latest in commercial systems and equipment. There are now more than 130 of the "Okean" specialty stores in operation around the country, which are popularizing a variety of new types of fish products.

As was pointed out above, the country's food industry is giving a great deal of attention to the production of fish and fish-based feed products (fish meal, feed fish, shellfish grits etc.) for livestock. The fish meal feed our industry produces contains 50-70 per cent protein plus fat, water, nitrogen extractives and trace elements. Farm animals and poultry assimilate 85-90 per cent of the protein in fish meal. The addition of 3-5 per cent fish meal to a ration will satisfy their animal protein requirement.

Numerous studies of the food value of protein feeds have shown that a mix of vegetable and animal protein yields the best results. Peas and beans are no substitute for an equal quantity of fish meal feed. In terms of weight, 4-5 kg of fish meal feed will provide some 2.7 kg of protein, while it would take 11 kg of beans to provide the same amount.

The use of fish meal feed is very effective. For one thing, it increases the productivity of farm animals. Feeding broiler chicks mixed feed containing 4 per

cent fish meal will yield increases of up to 1.2 tons of meat in live weight per 1 ton of meal. Balanced feed containing 3 per cent fish meal will increase egg yields from laying hens some 16,700 eggs per ton of meal. Swine breeders will find 330 kg of fish meal equating to 5.5 t in feed units. Second, the additional weight gains achieved with the use of fish meal reduce the periods of time required to fatten an animal to the desired weight. Third, intensive fattening programs make it possible to economize on maintenance rations in achieving the same weight gain. But despite our increases in feed meal production, from 8500 tons in 1940 to 600,000 tons in 1982, increases, that is, of more than 70-fold, we are still not satisfying the demand for it on the part of our mixed feed manufacturers.

One of the most important things we are doing to increase fish meal production is to insure maximum utilization of waste. This is also of no little economic importance to our fish processing branch, what with the fact that this insures complete use of the raw fish product and makes it possible to develop specialized fish meal production operations as well. The raw material base for production operations like this on a large scale will of course consist not only of waste from fish processing operations, but of products from sources other than fish as well.

It should be pointed out here that the methods hitherto employed in the manufacture of our fish meal still need to be improved. An extrusion, or pressing, method is now the one most commonly used. It is an inefficient method, however, what with the fact that the fat-free bouillons obtained with the pressing of the cooked material are not fully utilized in spite of the fact that some of them, those, for example, obtained from some of the smaller fish, contain more than 5 per cent protein. Taking into consideration the additional fact that these bouillons account for some 60 per cent of the weight of the raw product, it has been computed that at least 3 per cent of the protein, not to mention other valuable components, is lost with the extrusion method. We can increase our meal output using the extrusion method by boiling down the bouillon (hereby raising the concentration of solids to 50 per cent) and then adding it to the cooked and pressed fish material during the drying process.

The equipment now in operation, particularly that used at our coastal fat and meal facilities, is obsolete. It is poorly designed, inconvenient, requires too much metal to make and does not always permit the use of pressed bouillon. Full utilization of pressed bouillon (this would require the use of efficient concentrating systems) would increase the output of feed meal from our pressing facilities from the present 17-18 per cent of the mass of the raw product to some 21-22 per cent, as a result of which we could substantially increase the industry's production of fish meal.

Accomplishment of the tasks the national food program has set the fish industry will be accompanied by parallel efforts to improve the efficiency of our production operations through better social organization, improved management and attempts to find new ways to economize in the use of material, manpower and financial resources. The scope and magnitude of these economies will be determined by the nature of the particular production process involved. In the branch of the industry responsible for catching our fish, for example, where labor inputs and amortization account for a substantial part of overall costs, we can achieve economies with the introduction of labor-saving devices and technologies, while

in our fish-processing branch, where costs are dominated by expenditures for raw products, fuel and materials, these savings will come with the adoption of material-saving technologies. If we take these steps it will enable us over the course of the eleventh and subsequent five-year-plan periods to reduce our materials costs and free up substantial numbers of workers from the production process.

Analysis of the operation of our associations taking account of the demand for better quality and a greater assortment of fish products shows that one of the problems requiring our closest attention is that of insuring the proper mix of large, medium and small enterprises, what with the fact that the nature of the raw material and the distribution of the raw material base will both vary, even within the limits of a single basin or economic region, and this will have a substantial impact upon the size of the fish industry enterprises comprising a production association or functioning independently. The construction of small and medium-size enterprises is dictated by the need to insure more timely and complete processing of perishable fish and to increase employment levels in a number of areas of the country (the Far East and Far North, for example). On the other hand, these enterprises must be as highly mechanized as possible and equipped with continuous production lines to insure the production of profitable, high-quality products.

One of the most important things we can do to improve the efficiency of our enterprise operations is to make more efficient use of our production capacities, which are now (depending on the type of production involved) operating on average at 70-85 per cent of capacity. A 1-per cent increase in the use of our fish-freezing capacity, for example, generates an additional average industrywide increase in frozen fish production of almost 100,000 tons, which would equate to a 50 million-ruble saving in capital investment. Substantial productive capacity remains untapped in our canned, smoked and prepared fish operations as well.

The long term will see us increase existing productive capacities by expanding the raw material base of our fish processing operations as well, and this expansion will be based upon larger catches of both the traditional and new varieties of fish, more intensive development of our coastal fishing operations, the introduction of new production processes and the mechanization and automation of production operations. Equipment modernization must play an important role here, and this role will increase as time goes by. Expenditures for plant modernization are recouped 2-3 times faster than those for the construction of similar new facilities.

The extent to which we exploit our productive capacities will depend to a certain degree upon where our production operations are sited. A considerable number of our fish canning facilities, for example, are now concentrated in the northwest, the south and the east. This geographical distribution of our fish canning operations makes it necessary (particularly in the central part of the country) to transport this product over long distances (over 4000 km), which is almost three times farther than the average distance we ship all fish products taken as a whole. While it will inevitably be necessary to ship our canned and other preserved products over long distances, it would hardly be possible to justify shipping them from the eastern to the central and western parts of the country, or from the northwestern and western parts of the country to the south (to the

republics of the Transcaucasus, for example, or to Central Asia). It costs some 2.5 to 3 times as much to ship these products from the eastern part of the country (Siberia and the Far East) to the center than from the northwestern, western and southern.

So what we have to do in addition to developing our canning industry in the northern and western parts of the country over the course of the eleventh and twelfth five-year-plan periods is to move the production of canned fish products closer to rationally delimited consumption regions (to within, say, 2000-2500 km), which we could do by building up a canning industry in the south. This in turn would help reduce the cost of shipping these products and increase the levels at which we are utilizing the productive canning enterprise capacities we now have.

In undertaking to create more production associations and improve the system of management within the fish industry, we are going to have to take a new approach to the question of combination as a system of specialized enterprises closely linked with one another through cooperation in the production of finished products with none of them standing alone as an independent administrative entity (that is, a vertical association). Looked at from the point of view of the technical and economic links between their individual components, these associations would more closely resemble combines created by integrating the final stages of the fish processing operation. So, by raising the level of utilization of the canning capacities in enterprises in the western basin, which turn out over 15 million standard cans each year, to 90 per cent, and raise this figure to 85 per cent for enterprises in the Far East (assuming a two-shift work day), we are able to eliminate all enterprises with capacities of fewer than 5 million cans while at the same time maintaining production volume at current levels.

Discrepancies between volumes of production and levels of demand for fish products in different parts of the country are a characteristic feature of the pattern of fish industry facility sitings by economic region and union republic. As of 1980, for example, the Baltic republics (Latvia, Estonia and Lithuania) contained some 3 per cent of the total population of the country, but at the same time they accounted for 19.1 per cent of our overall production of fish products. The production of fish products in the European part of the country does not coincide with the pattern of overall national demand for these products.

The tendency of fish industry enterprises to gravitate in the direction of the sources of their raw products, toward open waters, essentially, is what has led to the high concentration of fish industry facilities in the RSFSR (particularly in the northwest and Far East), Latvia, Estonia and Lithuania. So we will inevitably see large volumes of fish products shipped from these regions and republics to those where these products are not produced in volumes sufficient to meet demand in these parts of the country.

With the rapid development of fishing and fish breeding operations in the country's inland waters, the future growth of our national fish industry will inevitably help reduce this disparity between the distribution of production operations and the pattern of demand for fish products, although we will still see the traditional regions, the RSFSR and the Baltic republics, in the role of leading producers. So we will continue to ship processed fish products, and it is for this reason that we must turn our attention to the need to establish the most efficient patterns of freight

movement. As was pointed out at the February (1984) plenum of the CPSU Central Committee, the Twelfth Five-Year Plan period must mark the beginning of profound qualitative changes in production, a five-year-plan period which will see us make decisive new departures in the effort to intensify operations in all sectors of the national economy. And there can be no doubting that the country's fish industry, too, will make its own worthy contribution to successful implementation of the national food program.

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CONSUMER GOODS PRODUCTION AND DISTRIBUTION

STEPS TAKEN TO IMPROVE PRODUCTION QUALITY IN UZBEKISTAN

Tashkent EKONOMIKA I ZHIZN' in Russian No 9, Sep 84 pp 41-43

[Article by S. Belyy, sector chief of the TsPKTB [Central Planning-Design and Technological Buro], Ministry of Light Industry of the Uzbek SSR: "From Planning Product Quality to Planning Quality Control"]

[Text] Solving the problem posed by the party and the government of adopting all measures to improve the quality of consumer goods, expanding the assortment, increasing the production of new kinds of items and the proportion of products in the highest quality category has moved to the forefront the need for future and current planning of quality control.

Such a need has been brought about by the fact that, at the present time, most of the Uzbek SSR's light industrial enterprises, as a result of seeking out more effective ways to upgrade product quality, have begun to develop an excessive number of diverse and often duplicating plans. Examples of these are as follows: plans for upgrading product quality and expanding the assortment of items, improving product quality and increasing production volumes with the state Badge of Quality, improving the quality and regularizing the assortment of ensured product output at an established quality level, etc. It sometimes happens that such plans operate in parallel fashion much more than is necessary to successfully accomplish the single, main, specific task of upgrading product quality. To a considerable extent, this complicates both the monitoring controls over their performance and the evaluation of their efficiency.

Analysis of the above-indicated plans has shown that they have not always been coordinated and balanced among each other, measures are too frequently mechanically transferred from one plan to another, are not tied in with the specific requirements for upgrading product quality, and do not take into account the characteristics of the given production facility. Duplication occurs in the individual indicators, which merely repeat the control figures approved by the higher-ranking organization, there is a lack of a uniform methodological basis for calculating the plan indicators, along with the one-year plans, there are two-year and three-year plans, but there are practically no five-year plan indicators.

In drawing up the comprehensive plans for upgrading product quality, various imprecise points and even errors have been permitted; for example, specific measures have been replaced by a focus on goals, and basic measures do not have precise economic grounds. There is a lack of uniformity in the approaches being taken to evaluating the end results of implementing the plan.

It is characteristic that the existing tekhpromfinplan [technical, industrial, and financial plan] for the enterprises has practically no influence on the fulfillment of the plan with regard to product quality. The tekhpromfinplan has examined only certain questions of planning, creating, and assimilating new types and upgrading the quality of output being produced, whereas it has not paid any attention to such extremely important problems as improving the quality of raw materials and other materials, working out quality norms for the products being turned out, providing the production associations (enterprises) with financial resources needed for the on-schedule implementation of the measures outlined in all the sections of the tekhpromfinplan with regard to product quality, etc. Naturally, it is difficult to ensure the unconditional fulfillment of the tasks of the one-year plan with regard to product quality unless the tekhpromfinplan has specified the ways to achieve the indicated tasks.

The lack of coordination among the goals of the plans under consideration leads to miscalculations. For example, the deadlines for receiving technical documentation by the sewing enterprises from the republic-level Pattern Office are not coordinated with the deadlines for preparing production, and, as a result, the finished items sometimes do not find a timely sales market. It happens fairly frequently that enterprises delay carrying out scientific-research projects, since they have not been provided for in the appropriate plans.

One of the substantial shortcomings consists in the fact that planning the upgrading of product quality in light industry does not always take into account all the stages of their creation, including scientific research, draft-design projects, manufacturing test models, serial production of the item, and the like.

The current system of planning the output of top-quality category products is significantly flawed. Thus, in planning the assimilation of new items provision is not made for their 100-percent correspondence to the highest quality category, nor is the requirement being observed for their satisfying the capacity of being competitive in the external market. For example, for the sewing enterprises alone of the Uzbek SSR Ministry of Light Industry during 1973 only 70 percent of the newly assimilated output was awarded the Badge of Quality.

Since for the enterprises of the Uzbek SSR Ministry of Light Industry the plan for turning out products with the state Badge of Quality is established in terms of gross volume, they often do not fulfill it in accordance with the established products list, but rather by means of the more profitable items.

Study of the experience of the leading enterprises of the Uzbek SSR has led us to the conclusion that the most important direction for improving planning must be considered to be making the transition from disjointed plans for upgrading product quality to working out a uniform, comprehensive plan for product quality control (UKP). It must reflect all aspects of the enterprise's activity in the field of upgrading product quality. This conclusion has been confirmed by practical results.

Thus, in order to eliminate the basic causes for the emergence of the above-noted shortcomings, the TsPKTB [Central Planning-Design and Technological Bureau]

of the Uzbek Ministry of Light Industry has created a standardized methodology for working out a plan for product quality control which has been successfully applied at the enterprises of Uzshveyprom (Uzbek Sewing Industry). It has allowed us not only to provide for the standardization and unification of the system of indicators, as well as the methods and forms of working out one-year plans, but also to significantly raise the level of planning work at the enterprises.

The above-indicated, standardized methodology includes the solution of a large complex of problems involving product quality, including the development of a product and putting it into production; the technological, metrological, and material-technical ensuring of product quality; training and upgrading the qualifications of personnel, improving the inter-relationships between the production association (enterprise) regarding product quality and the consumers (customers), as well as the suppliers. This methodology has also provided measures for improving the setting of norms for the requirements of product quality and its certification; for ensuring uniformity in the planned level of product quality during manufacture, storage, transportation, and shipment; quality control and testing of products; legal and informational guarantees for the system of product quality control.

Included among the leading sections of the plan for product quality control are the following: forecasting and planning product quality, planning the system of developing a product and putting it into production, planning to ensure the assigned level of quality at the stages of material-technical supply, manufacture, and circulation.

The following structure of sections is recommended:

1. "Forecasting and planning product quality: forecasting the requirements of product technical level and quality; planning the upgrading of product quality."
2. "Planning the system of developing a product and putting it into production: planning quality at the designing stage; ensuring information for the engineering preparations for production; technological and metrological guarantees of product quality."
3. "Planning the guarantee of the assigned level of product quality at the stages of material-technical supply, manufacture, and circulation: planning the organization of the material-technical guarantees of product quality; interaction between enterprise and suppliers with regard to product quality; guaranteeing the assigned level of product quality during its manufacture, storage, transportation, and unloading."

Product quality control will not yield the required effect unless it is preceded by a forecasting of the specific needs and requirements of the consumers. This is a very important and, in our view, obligatory section, to which an undeservedly small amount of attention has been paid in practice. One of the principal tasks of this section consists of discovering complex problems so that, on the basis of a scientific analysis of the social, economic, and scientific and technical processes, we can establish the main trends in upgrading product quality.

The results of the forecast comprise the point of departure for planning the upgrading of product quality. This section of the UKP plan provides for the establishment of assignments with regard to raising the technical level and product quality, as well as working out measures ensuring that these measures will be carried out.

Planning the system for developing and mass producing a product facilitates the formation and implementation of a uniform, continuous cycle of creating and improving a product, encompassing the inter-related complex of tasks of scientific research, design, and engineering preparation for production.

The plan for informational support provides for the collection, analysis, and summing up of data concerning the quality of the best models of Soviet and foreign products; on the achievements of scientific and technical progress, allowing us to upgrade the quality of the product being turned out; about the principal technical-economic indicators of the items being turned out and developed, and about the labor intensiveness involved in their manufacture; regarding the quality of workers' labor; on the business conditions of the market and the demand for products; concerning penalties for the production and sale of items with violations of the requirements for normative-technical documentation.

Planning metrological support for quality control involves the full-scale and timely implementing of measures that will ensure standardized and precise measurement of products, materials, technical conditions, and specifications of equipment and tools.

Planning for the support of the assigned level of product quality at the stages of material-and-technical supply, manufacture, and circulation is connected with solving the following basic problems: determining the needs for material resources which condition the execution of the plans for upgrading product quality; presenting demands on suppliers with regard to the packing, transporting, and storage of material resources; filling out claims on suppliers in case products are delivered which are not in accordance with the established requirements; the acquisition and implementation of funds for engineering equipment, conditioning the output of products at the required quality level; the acquisition and implementation of funds for means of measuring, monitoring, and testing, which condition the reliable evaluation of the required level of product quality.

One of the principal traits of the given methodology consists of the fact that it examines the foundations of working out inter-related UKP plans--five-year and one-year plans, constituting an important instrument for implementing the party's economic policy. By reflecting the specific activities of the groups at enterprises in the field of product quality control, the standardized methodology facilitates improvement of the system of indicators of the five-year and one-year plans of the enterprises in accordance with the requirements and tasks of socialist production, strengthening of their influence on upgrading the quality of the products being turned out, the correct organization of the process of drawing up UKP plans, a uniform approach to and determination of the plan indicators, a precise and consistent sequence in working out plan documents, an on-time completion of all work on drawing up draft plans, and reduction in the work volumes of the appropriate sub-divisions of the enterprise administrations.

In the final analysis, all this facilitates a more effective struggle to create a product which satisfies, to the greatest degree possible, the needs of the national economy and the country's population.

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HOUSING AND PERSONAL SERVICES

IMPROVEMENTS IN TOURIST FACILITIES URGENTLY NEEDED

Moscow SOVETSKAYA ROSSIYA in Russian 16 Dec 84 p 2

[Article by R. Chistyakov, chairman of the Russian Republic Council for Tourism and Excursions: "To the Tourist of the 21st Century"]

[Text] Visionaries make conjectures and sociologists argue about what sort of person our compatriot will be in the rapidly approaching 21st century. But I believe that I am not in error when I assert that the thirst to see and find out about new things will entice him to take long journeys even more so than is true for people today. This means that the restless tribe of tourists will become even more imposing as the years pass. This is also supported by figures. Just in the last 10 years, the volume of tourists served in the RSFSR increased from 81 million man-days in 1975 to 101 million this year.

How must our sector develop to be able to satisfy the growing demands of people? Specialists of scientific research and planning organizations have studied the cognitive and sports-health resources of all economic regions of the RSFSR through the year 2025.

In the coming decades, the Volgo-Akhtubinskaya flood lands and Prionezh'ye, Gornyy Altay and Kuznetskiy Alatau, Gornaya Shoriya and Priangar'ye, Priamur'ye, Sakhalin and Kamchatka will become zones of preferential development of All-Union and republic routes. Main tourist centers will be established in the capitals of the autonomous republics and in the kray, oblast and republic centers, where tourist resources are concentrated and where there are possibilities for interzonal and internal transport communications.

This is especially important, as it is planned to reduce the share of "settled" routes that are intended for a stay at one base with excursions from there; they will mainly be reserved for parents with children and for specialized types of tourism such as Alpine skiing. And there will be an increase in the share of routes associated with the movement between several points. In this connection, most promising appear to be mixed routes, in which sports and health functions are combined with an interesting cognitive program.

More than 9,000 All-Union and local routes are in operation in the system of the Russian Republic Council. Another 11 routes will appear next year: "through Checheno-Ingushetiya and Dagestan," "through the Northern Caucasus and the Tikhii Don," "Izberbash-Digora," and others. Almost one-third of the

tourist centers of the RSFSR accept parents with their children, and more than 50,000 places have been allocated for this purpose at the centers and hotels.

Journeys using transport facilities are becoming more and more replete and diverse. This year they involve 547 trips of specialized tourist trains, 236 river boat routes and more than 1,000 bus routes.

Unfortunately, the planning of local routes is extremely weak in some soviets. At times, their institutions function just like rest homes, sports centers, Pioneer camps or municipal hotels, even though they are intended exclusively for tourism. We also cannot accept the fact that more than half of the local routes are now radial and at best provide for pleasure strolls.

Tourism in the RSFSR now has a substantial number of its own tourist centers, specialized hotels and camping grounds. There are 138,000 places and at the beginning of the 21st century, according to the long-term model, the number of places for tourists at such facilities should exceed 200,000. At the present time, 33 new hotels and 24 tourist centers are under construction. It is planned to put tourist hotels into operation this year at Volgograd, Kursk, Kolomna, Kandalaksha and Orel, and tourist centers in Derbent, Saransk and Valday.

Nevertheless, the rate of capital construction of tourism projects is cause for concern. The current five-year plan for the RSFSR calls for the introduction of 43,400 tourist places, however only a little over 12,000 were introduced in the last 3 years, whereby about 8,000 of these were constructed through their own efforts using the direct labor method. The situation turns out to be paradoxical: the Krasnodar, Stavropol and Krasnoyarsk kray councils and many oblast councils for tourism and excursions work well, but, at the same time, the contracting ministries in these same krays and oblasts fail from year to year to meet the plans for the construction of tourist centers.

In 3 years, only 620 of 4,200 places at tourism projects planned for the 11th Five-Year Plan were introduced for the RSFSR Ministry of Housing and Civil Construction. The fulfillment of tasks is especially poor in Krasnodar Kray, Rostov Oblast and Severo-Osetinskaya ASSR. And the RSFSR Ministry of Rural Construction, with its own subdivisions throughout practically the entire republic, is constructing tourism projects only in Novgorod Oblast.

Meanwhile, it is planned to increase the scope of this construction during the next few years. In Barnaul in particular, a 546-place hotel is to be constructed. Nevertheless, the Ministry of Construction in the Far East and Transbaykal Regions refused to contract it, even though the planning work had already been completed. At the present time, planning documentation is being developed for nine tourism projects in Maritime Kray, including a tourist complex with 5,000 places at Lazurnaya Bay for the agricultural workers of Siberia, the Far East and Kurgansk Oblast.

There are many unresolved problems in the material-technical supplying of the sector. For the time being, only 62 percent of the required output for purposes of tourism and sports is being provided for. We are now receiving

1,800 "Pamirka" tents annually out of a requirement for 6,000, 11,000 knapsacks instead of 18,000, 7,000 cotton-lined sleeping bags instead of 12,000....

It is planned to introduce 13,000 places at tourist centers of the summer type by the end of the five-year plan. But the question of the production of special light-weight and inexpensive furniture for them has not yet been solved, and we have been forced to supply them with expensive furniture.

The rapid and efficient resolution of these and other problems determines not only how successful we are in putting the long-term plans into effect. It is important to satisfy as fully as possible the demands of those who are now fond of touring, to seek continually new and interesting forms of work, and to raise the standards and quality of service provided to people so that tomorrow--and decades from now--they will still be enthusiasts of this remarkable form of recreation.

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CONSUMER SECTOR POLICY AND ECONOMICS

USSR TRADE MINISTER ANSWERS READERS' QUERIES

Moscow TRUD in Russian 18 Dec 84 p 2

[USSR Trade Minister G.I. Vashchenko answers questions from readers of TRUD: "The Store and the Customer"]

[Text] "Trade is an area of business that directly affects everyone. All of us are customers, and are of course interested in the successes, difficulties, and changes which are taking place in trade services," writes S. Magavin, a worker at a Karaganda industrial association.

[Answer] First of all I'd like to note that trade has a considerable role to play in carrying out the party's task for further raising the material and cultural level of the people's life. It is well known that it is not sufficient merely to produce the necessary products, clothes, and household articles. It is important that both in large cities and in small settlements alike people can get everything they need without a lot of fuss and bother. And this is the mission of trade.

In order for the discussion to be objective, we shall turn to certain figures. This year the goods turnover will increase by about 11 billion rubles. For a great number of goods which were hard to get not too long ago, demand is being fulfilled almost completely. Significant achievements have been made in the structure of demand as well. In comparison with the start of the five-year plan, people have begun to purchase more nourishing food products. Sales of fashionable goods as well as complex technical articles have increased. Today out of 100 families, 95 have TV's, and 90 have refrigerators. It follows, from the speeches of Comrade K.U. Chernenko at the 15 November 1984 CPSU Central Committee Politburo session, that such a high degree of satiation requires resolutely renewing the range of goods both in terms of their technical qualities, and in terms of the models, fashions and outward appearance. We are taking these requirements into consideration in the orders we place with the manufacturers, and we are defending the interests of the consumers.

At the present time the development of trade enterprises is proceeding in two directions. First of all, large department stores are being built, which permits the customers to save time, and also allows the cities to dispense with a multitude of small stores.

Along with this, we are continuing to develop a system of specialized stores, principally for the sale of technically-complex durable goods, and articles from light industry. Scattering them throughout a lot of minor trade points does not permit presenting the whole assortment, and many people know from their own experience that one can spend the whole day traveling about the city and come home empty-handed, although the thing you were looking for is available in the city.

As concerns the goods which one needs every day, sale of these goods should be as convenient as possible to the populace. We are developing a system of bakery and dairy shops so that each family can buy food practically in their own apartment complex. And sales of pre-ordered goods should be expanded as well. In the three years of the present five-year plan the volume of goods sold by pre-ordering has expanded almost twofold. But we should not be content even with this growth. Tables for placing orders should be set up at practically every enterprise. Plans for developing the trade system also envisage opening special stores, each of which will be able to fill up to 20,000 orders per day.

"A person entering a store doesn't want much: he just wants to buy what he needs without standing in line. What are the trade workers doing in order to alleviate the concerns of the shoppers?" writes Yu. Bakaleyev, a driver, from Ivanovo.

[Answer] Questions of improving service to the Soviet shopper are very important to the workers in our branch. The high road which permits, as you write, "alleviating the concerns of the shoppers" is further development of self-service--which permits considerable reduction of shopping time. Right now over 85,000 stores are operating by this method; however, this is a small amount. Increasing their number is held up by the lack of packaged goods supplied by the manufacturing enterprises. In future years industry should increase the volume of packaged goods, and this will permit increasing the number of self-service stores as well.

We believe the department stores could also save the shoppers time if they would adopt a central checkout system. How should this be organized? Let's say, like the central department store in Yaroslavl'. You go from floor to floor, select your purchases, and the sales clerk takes them to the first floor, where the checkout counters are located. And you pay for everything right at the store's exit. Using such a system permits reducing shopping time by almost a third. We estimate that there will be more such department stores in our country every year.

"I work in a store as a sales clerk. One would think my job is to stand behind a counter. But I also have to do service work, dragging sacks and boxes around. It's hard for a woman to do this. What is being done to improve working conditions for trade workers?" writes I. Tikhanina, sales clerk, from Tula Oblast.

[Answer] In our nation's food stores all sorts of devices and mechanisms are being used to make work easier: hydraulic and mechanical carts, balance platforms and lifting tables, telfers, and other devices for unloading and

delivery of the goods to the sales area. Evidently, Comrade Tikhanina, the trade administrators where you work are not attentive to the work in your store--otherwise it is hard to explain such an abnormal situation: such equipment is being produced by industry and is being sent to the stores, including those in Tula. I hope that after reading this answer, the trade director and the chief of the oblast trade administration will supply the required equipment to your store, and that they will in the future be concerned with having the trade bases and industrial enterprises in the city supply goods to the store in packages or in boxes, as is done in Voroshilovgrad and in many other cities in the country. Then your work will become easier.

"How does trade study demand? After all, the study of demand determines whether we'll find the goods we need, or whether we'll hear a dejected, 'No, and we don't know when there will be any', from the sales clerks" writes A. Frolov, a welder from Voronezh Oblast.

[Answer] It is a timely question. A special service has been created in trade to study demand. They study the situation with respect to satisfaction and changes in demand, taking into consideration the people's varied needs and tastes. Based on these investigations, orders are placed with the manufacturers.

One can say that the trade organizations know, basically, what the shoppers need, and are conscientiously working with the industrial enterprises to ensure that the goods which the consumers need are produced, and that the contracts for supplying them to trade are carried out exactly. This is one aspect of the matter. The other depends entirely on trade, its wholesale bases and stores: the goods produced by industry which are on hand at the bases must always be offered for sale, in accordance with the list of goods which each store has. The directors of the stores and wholesale bases bear full responsibility for ensuring that the goods on that list are always available in the store.

"Recently we found out that Gostorginspektsiya [Main Administration of State Quality Inspection of Goods and State Trade Inspection] checked a large lot of goods produced by enterprises in Azerbaijan. The goods were of poor quality and many were returned for correction. Of course it is good that such a vigilant inspector is looking out for the interests of the purchasers. But is trade capable in general of preventing inferior goods from reaching the purchaser?" writes A. Zairov, a lathe operator from Baku.

[Answer] Trade is obliged to accept and sell only high quality goods from industry. It is true that cases of poor quality goods being shipped from the factories and plants to trade are not all that rare. Preventing poor manufactured goods from reaching the consumers are the workers of Gostorginspektsiya and the wholesale bases, which systematically carry out

random checks for quality of goods right at the enterprises and quite frequently send back large lots for alterations or modification. Such events have taken place at a number of union republic light industry enterprises in the Trans-Caucasus, in Central Asia and in certain oblasts of the RSFSR.

Retail trade workers also check all goods they receive, especially before sending them out to the sales area. Each sales clerk is obliged to offer only good quality merchandise to the purchaser.

Esteemed Comrade Zairov! I am certain that you do not produce defective goods. It would be well if all lathe operators, fitters and other workers who make goods for the people would work in the very same way. Then there would be no need to maintain a large staff of inspectors and quality control personnel, and the stores would receive only high quality goods.

"We have quite a few dining halls in the city, but all of them close at 7:00 or 8:00 PM. There's no place to dine in the evening. And you see, one could open an evening cafe in these very same halls. They have both the facilities and the equipment. Why is this not being done?" writes A. Laptev, an electrician from Vladimir.

[Answer] That's a valid observation. Unfortunately, such a situation exists not only in Vladimir. In this connection, USSR Mintorg [Ministry of Trade] has issued a special order to the trade organizations in the localities to examine, together with the local Soviets of People's Deputies, the operating hours of the existing public catering enterprises, to ensure that they are convenient for the populace, and to set up evening cafes on the premises of the dining halls which have the necessary accommodations. We checked the state of affairs in Vladimir. They are taking the necessary measures there--30 dining halls in the city have already been put into operation as cafes in the evening hours.

"It has become impossible to purchase a towel. I can understand it when the most fashionable articles are in short supply--they've only just begun to be produced. But why have the towels disappeared?" writes A. Khromushina, a worker from Rostov-na-Donu.

[Answer] Yes, there are still interruptions in the sale of towels in a number of cities; however, light industry is constantly increasing their production, and in the near future they'll be available for sale everywhere.

"I wanted to buy a pretty handbag. But they sell it only together with an expensive scarf. Why do I have to pay three times the price for something I need?" writes L. Mal'tseva, an engineer at the Kemerovougol' Production Association in Kemerovo.

[Answer] You've encountered a gross violation of the trade regulations. If the handbag you want is not available, upon your request they are obliged to separate the articles so that you may buy the article which pleases you.

"There is a self-service section in the Yubileyny Department Store. When I was walking out of there with my purchase, the sales clerk demanded to open my small ladies' handbag. I was outraged by this lack of trust. I said that they do not have the right to inspect my personal things. But the section chief and some other workers or other stepped in, and an unseemly row ensued. I was forced to open my purse. But I know one thing for sure: I'll never enter that department store again", writes N. Ivanova, an office worker from Aleksandriya, Kirovograd Oblast.

[Answer] It's an outrageous situation. When the self-service sales system is used, the purchaser puts the goods only in a special shopping basket which must be brought in when entering the sales area. Inspection of personal handbags or briefcases is categorically forbidden. The Aleksandriya city trade administration carefully investigated your complaint. The department store director, G. Prikhod'ko, was reprimanded, the section chief, V. Koreshko and the sales clerk T. Kandyba, were given severe reprimands. I send to you, Comrade Ivanova, my apologies for the negligence of the workers, and I ask that you continue to shop in that department store.

I thought it important to comment on these situations in the newspaper. It is true that in the branch as a whole there have been marked improvements in the activities of trade and public catering enterprises. The measures taken by the party and government to create order in this vitally necessary sphere of the national economy are producing genuine results. We are doing a great deal to improve the activities of all the enterprises--we are strengthening their personnel staffs, and we are improving the organization and technology of trade. The collectives at plants, factories, and construction projects, in transportation, and in workers' inspection can render quite a bit of help in this matter. Their active and interested support, as well as the opinion of every shopper--including the critical observations of the readers of TRUD--will help to eliminate shortcomings in our work and to increase both the quality and the standards of trade services.

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CONSUMER SECTOR POLICY AND ECONOMICS

LATVIAN FIRST SECRETARY EXAMINES DOMESTIC SERVICES SECTOR

Riga KOMMUNIST SOVETSKOY LATVII in Russian No 11, Nov 84 pp 30-36

[Report by B. K. Pugo, first secretary of the Latvian Communist Party Central Committee, at an all-union seminar on studying the experience of work directed at improving public catering and domestic services for workers in production in the light of the demands of the 26th CPSU Congress: "Party Concern for Improving Services for Workers in Production"]

[Excerpts] "The holding of an all-union seminar devoted to further improvement of public catering and domestic services for workers in production in the light of the demands of the 26th CPSU Congress is being regarded by us as another striking testimony of the considerate attitude of the CPSU Central Committee toward varied practical experience, which is being accumulated locally and which is in need of continuous enrichment and improvement," B. K. Pugo said. "Our seminar is being held at a very important and responsible stage, when direct preparations for the 27th CPSU Congress have begun and when the count of the 11th Five-Year Plan is already being kept in months. At present, the efforts of party organizations and labor collectives are concentrated on successful fulfillment of the decisions of the 26th party congress and all five-year plan tasks.

"Each one of us can see that the course developed by the congress is being consistently implemented. This finds its expression in the dynamic development of the economy, in the further raising of the well-being of the Soviet people and in the strengthening of the defensive might of our multinational socialist motherland.

"A determining influence on the steady implementation of the political course, which was developed by the 26th congress, is being exerted by the fruitful and creative work of the CPSU Central Committee and its Politburo headed by Comrade K. U. Chernenko."

After describing the achievements of workers of the republic in the unified national economic complex of the country in economic and social development and their work results in the present five-year plan and the current year, B. K. Pugo then dwelt on questions of improving public catering and domestic services for workers in production in the light of the demands of the 26th CPSU Congress. "This work," he said, "promotes considerable strengthening of labor

and technological discipline, reduction in personnel turnover, work stability of enterprises, successful fulfillment of state plans by them and exerts a beneficial influence on health and the frame of mind of people.

"The party organization of the republic and the Latvian Communist Party Central Committee constantly keep in the center of their attention the questions of improving social and living conditions of workers in production. They are being systematically discussed at meetings of the Central Committee's Buro and Secretariat, plenums of party committees, meetings of the party and economic aktiv and party and workers meetings.

"The Latvian Communist Party Central Committee and gorkoms and raykoms make the same demands on administrations and party and trade union organizations of plants and factories for improvement of working conditions, public catering and everyday production life in labor collectives as for fulfillment of planned tasks.

"Under the guidance of party organizations and with active participation of labor collectives, specific measures were developed at enterprises as far back as the early seventies in developing and strengthening the material and technical base of public catering, improving forms of services for workers and employees and finding and putting existing reserves in operation for fuller satisfaction of workers' social and everyday needs.

"Even then a task was set before party organizations to resolutely change the attitude toward everything that is connected with satisfying the daily needs of a man engaged in production and to ensure radical changes in the quantity of services as well as in their quality. These aims were taken as a guide to action, became a composite part of comprehensive plans for economic and social development and were reflected in collective agreements of enterprises. The progress of their realization is systematically examined at meetings of party and trade union committees and discussed in labor collectives. Participating actively in this work are commissions of party organizations for control over the activity of administrations, workers commissions, people's controllers and 'Komsomol searchlight' staffs."

The speaker further noted the goal-directed activity of party organizations in Riga in creating necessary social and living conditions for workers in production and the experience in solving these questions in the VEF [Valsts elektrotehniska fabrika] Production Association imeni V. I. Lenin, where special attention is devoted to improving public catering.

"Consistent and coordinated activity of party, soviet and trade union organs, especially of the Council of Ministers and the Gosplan of the republic and economic supervisors has made it possible to achieve a noticeable increase of seating places in workers dining halls. During the 3 years of the current five-year plan alone, their number has increased by 6,200 or by 70 percent. In relation to the accepted standard, the provision of seating places in dining halls at industrial enterprises of the republic has increased from 63 to 85 percent.

"Experience proves that at large enterprises it is advantageous to create whole complexes of public catering. In combination with procurement shops and food

industry enterprises such combines create a material and technical base for an uninterrupted supply of workers' public catering with semimanufactures of high degree of readiness and in needed variety. The course toward introducing industrial methods in the manufacture of public catering products has been set, it may be said, everywhere here. Apart from easing the work of specialists in cookery, it also makes it possible to increase the output of self-prepared items without increasing the number of personnel. Party and trade union organizations constantly manifest concern for improving the operating schedule of plant dining halls. As a result, workers of enterprises are able to get hot lunches during day, evening and night shifts. Broad popularity has been gained by progressive forms of service--introduction of full lunches, sale of dishes ordered in advance, season-ticket catering and credit sale of lunches and breakfasts.

"The structure of workers' public catering is also changing. Along with dining halls, where efficient, balanced catering has been introduced, a network of specialized enterprises has also been established: plant cafes, milk and coffee bars and meat dumplings, pancakes, cheese and fruit filled dumplings, meat pies and national cuisines. Thus, a possibility appeared for satisfying the different tastes of workers and make it possible for them to rest during a lunch break, between shifts or after work over a cup of coffee, a glass of tea, ice cream or fruit cocktail.

"It has already become customary to see delicatessen departments or even whole stores in workers' dining halls, where through order departments one may place advance orders for products, semimanufactures and ready-to-eat culinary and confectionery goods. Today, we already have 179 such stores and specialized departments. In 1970, we had only 14.

"Dietary and therapeutic and preventive medical catering is also being improved. In the period since 1975, the number of seats in dietary rooms and sections in plant dining halls has increased from 1,372 to 3,658. At some enterprises this network has been increased to an accepted standard. In 1983, more than R8 million from the state social insurance budget was spent on therapeutic and preventive medical catering.

"The All-Union Seminar-Conference on Questions of Further Improvement in Organization of Public Catering in Production, which was held in Riga in 1978, had a substantial effect on the development of workers' nutrition in the republic. Seminar recommendations were considered in the Latvian Communist Party Central Committee at a conference with secretaries of gorkoms and raykoms, chairmen of executive committees and supervisors of ministries and departments. At the same time, existing shortcomings and oversights were analyzed and measures aimed at their correction and improvement of the entire sphere of services in production were outlined.

"Increased insistence on high standards of party committees and soviet, economic and trade union organs for general improvement of everyday production life, constant control and verification of fulfillment, efficient assistance on the part of republic organizations and confidence and support--all of this together has yielded positive results. Competition expanded everywhere under the motto

'An exemplary dining hall for every plant.' Reviews and contests of public catering enterprises in production began to be held. Besides Riga, this work has acquired a broad and effective scope in the cities of Daugavpils and Rezekne and Ogrskiy, Stuchinskiy and Rizhskiy rayons."

Special attention in the report was devoted to the development of public catering in the rural area. The Latpotrebsoyuz [Latvian Union of Consumers' Societies] now has 124 dining halls in kolkhozes and 116 dining halls in sovkhozes. Catering of hot meals for more than 10,000 people is organized on their basis during periods of spring field work and harvesting. Some 14,000 additional lunches are delivered directly to the field, that is to the place of work. Moreover, consumer cooperatives serve workers of 220 industrial enterprises, which are located in the rural area.

As a whole the increase in the turnover of public catering in production in the 3 years of the five-year plan amounted to almost 15 percent, and of the entire public catering to 8 percent. "Here," B. K. Pugo stressed, "the task of improving public catering, in addition to the sphere of direct production, is also very important for institutions, VUZs, vocational and technical schools and schools.

"Bringing the network of domestic services nearer to workers' place of work has lately become an important concern of party, soviet and trade union organizations and economic supervisors. The Latvian Communist Party Central Committee and city and rayon party committees support the initiative of those supervisors of enterprises who are trying to establish comprehensive receiving centers of domestic services, through which the number of rendered services increases and their quality improves. Another useful form of service, such as visits to production areas by special brigades in accordance with schedules coordinated with the Ministry of Consumer Services is also becoming widespread.

"All of this helps in substantially expanding production service and in bringing it nearer to places of work. As a result, 36.8 percent more domestic services than in 1980 were provided directly at enterprises to workers last year.

"Noticeable changes have occurred in the rural area. There are now 624 comprehensive receiving centers in operation here--in 574 kolkhozes and sovkhozes--which are providing an average of 10-14 types of services, and sometimes even more. Their volume has increased twofold compared with 1975.

"Considerable work is being conducted in the republic, especially in Riga, with respect to improving everyday production life and medical service for workers. Measures are being implemented everywhere to mechanize labor-consuming production processes, reduce intrashop noise and improve ventilation and lighting of facilities. In 3 years of the five-year plan alone, the number of those working under unfavorable conditions in plants and factories was reduced by 50 percent, including of women by 53.5 percent. For the most part all plants, factories and shops are fully provided with wardrobes, rest rooms and shower rooms. The network of medical service institutions at enterprises is growing. Some R250 million were spent during the 10th Five-Year Plan from all sources of financing on improving conditions as well as on labor safety procedures and sanitation and health improvement measures, and R324 million have already been spent in

3 years of the 11th Five-Year Plan, which is considerably more than planned. It is not surprising that the level of production traumatism and sick rate is steadily declining in the republic.

"The success in work in the sphere of plant services as well as in any other field of our activity is decided by cadres. And if today we are able to talk about noticeable successes in the improvement of social and living conditions of workers in production, then to a considerable degree they became possible as a result of the well-adjusted system in training specialists, strengthening decisive sectors with capable people possessing initiative, improving the style and methods of party work, intensifying party and state discipline and improving control and verification of fulfillment.

"Party committees are directing great effort toward studying everything that practical experience yields and toward introducing the best forms and methods which have proved to be highly effective. The main thing is not to make the procedures of the VEF association uniform everywhere. It is understood that not everyone can do this. The important thing is to create the same responsible and interested attitude toward improving services as that found at VEF, toward satisfying the needs and demands of the workers. Here we need to strengthen the role of labor collectives, to better use the rights granted to them and to destroy the outmoded stereotypes of thinking of some economic supervisors."

In describing the development of public catering and domestic services in production, B. K. Pugo emphasized that far from everything has been done in this direction out of all that must and can be done. "In particular, the provision of seating places in dining halls at some of our plants and factories is still low. At some enterprises there is a shortage of rooms of rest and hygiene for women and the existing network of domestic services does not meet the increased needs of workers. The work in establishing subsidiary agricultural farms of industrial enterprises is being conducted poorly. Their share in ensuring workers' dining halls with foodstuffs is still extremely insignificant.

"City and rayon party committees, soviet, economic and trade union organs and economic supervisors are working in a purposeful and persistent manner on eliminating these and other shortcomings. The Buro of the Latvian Communist Party Central Committee recently confirmed a plan of additional measures aimed at overcoming the existing lag.

"According to this plan, 5 additional workers' dining halls for 350 people will be put into operation, 5 delicatessen stores will be opened and more than 150 domestic service facilities will be built during the remainder of the current five-year plan. Thus, by the end of the five-year plan the level of provision of seating places in our workers dining halls will reach 90 percent of the accepted standard and the level of provision of sanitation and domestic service facilities will fully correspond to it.

"The level of domestic services in production will also considerably increase. All ministries and departments of the republic and union enterprises and asso-

ciations have already received specific tasks from planning organs on bringing the annual value of services in terms of every worker as a minimum to R10.

"The Buro of the Latvian Communist Party Central Committee has instructed the Council of Ministers and the Gosplan of the republic, which, incidentally, have always conducted active work in this direction, and all ministries and departments to provide in plans for economic and social development in the 12th Five-Year Plan for accelerated development of services in public catering and domestic services for workers at places of their work, with consideration of the established norms. The successful solution of these questions will also be promoted by the directed comprehensive program for expanding production of consumer goods and the sphere of services, which is now being developed in the republic, like everywhere in the country, for the 12th Five-Year Plan and up to the year 2000.

"In striving for making the plans for everyday production life in the future five-year plan and further prospect more intensive and mobilizing, all of us must also take the existing difficulties into account and direct more efforts at overcoming them.

"One of such difficulties is a shortage of equipment for public catering and the sphere of domestic services and the instability of its work. Owing to the developed situation, designers of our enterprises have to concern themselves with development of equipment, which is needed by workers dining halls.

"Another problem--the necessity of accelerated creation of special transportation means for public catering and the entire sphere of services. There are practically none of them so far. We have to adapt general purpose vehicles. Of concern is also the fact that as before the transportation means which are allocated for services to trade, as a rule, are of large carrying capacity.

"The notorious problem of products packaging also cannot be removed from the agenda. The food industry has not demonstrated haste in solving it so far. This question concerns creating conveniences for customers and economizing their time, to say nothing of substantially facilitating the work of trade itself and eliminating the shortage of personnel.

"There are also other questions which must be solved in an efficient and concerned manner by union ministries and departments and planning organs. In other words, only together and by efficiently combining efforts of party, soviet, economic and trade union organizations and labor collectives it is possible to achieve noticeable changes in the improvement of social and domestic services at industrial enterprises and in kolkhozes and sovkhoses. We must bear in mind that this is a very important task and a question of people's everyday life, which occupies one of the vital places in the party's efforts aimed at further raising the well-being of people and improving all aspects of life and living conditions of workers."

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CONSUMER SECTOR POLICY AND ECONOMICS

MINISTRY, DEPARTMENT HEADS SPEAK AT CONSUMERS' CONGRESS

Overview of Congress

Moscow SOVETSKAYA TORGOVLYA in Russian 12 Dec 84 p 1

[Article: "Moscow, the Kremlin, 11 December 1984": for additional articles on this subject, see FBIS Soviet Union DAILY REPORT, Vol III, No 240, 12 Dec 84 p R15 and Vol III, No 242, 14 Dec 84 p R8-R9]

[Text] With a high sense of responsibility to the country and people for their assigned tasks and inspired by the constant attention which the Leninist party is devoting to the development of the cooperative movement throughout the country, the delegates to the USSR 11th Congress on Consumer Cooperation have gathered together in the capital of our homeland. The congress opened yesterday in Moscow, in the Great Kremlin Palace.

This all-union cooperative forum was preceded by a mass election campaign in which approximately 50 million shareholders participated. The participants in district meetings and oblast, kray and republic congresses discussed in a business-like manner the vital problems concerned with further development of consumer cooperation, they analyzed their work in a critical manner, they boldly uncovered their shortcomings and they defined the measures to be employed for eliminating them.

Roughly 1,574 delegated from all parts of the country, representing more than 60 million shareholders, came to Moscow for the congress in order to summarize the results of the work carried out over the past 5 years, since the 10th Congress, and to outline a program of activity for the new five-year period.

The representatives of cooperation specialists throughout the country entered the Kremlin yesterday in an elevated business-like mood.

It was 10:00 in the morning. The delegates and guests greeted comrades V.I. Vorotnikov, M.S. Gorbachev, M.S. Solomentsev, N.A. Tikhonov, V.V. Kuznetsov, I.V. Kapitonov and N.I. Ryzhkov with loud and continuous applause.

The following were greeted in like manner in the Presidium: the chairman of the Central Auditing Committee of the CPSU G.F. Sizov, deputy chairman of the USSR Council of Ministers I.I. Bosyul, Z.N. Nuriyev, the secretary of the Presidium of the USSR Supreme Soviet T.N. Menteshashvili, executives of the

CPSU Central Committee, USSR Council of Ministers and the AUCCTU and the leaders of ministries and departments.

The chairman of the Tsentrosoyuz [Central Union of Consumers' Societies] M.P. Trunov declared the 11th Congress of authorized representatives of USSR consumer cooperation to be open. Thereafter the presidium was elected.

It was with great enthusiasm that the delegates elected the presidium of the congress, as part of the Politburo of the CPSU Central Committee, headed by the General Secretary of the CPSU Central Committee and chairman of the Presidium of the USSR Supreme Soviet Comrade K.U. Chernenko.

Following the election of the working organs of the congress -- the secretariat and the mandate committee -- the chairman M.P. Trunov stated:

"Our congress is being attended by foreign guests from 41 countries and also by representatives from MKA [International Cooperative Alliance], the Organization of American Cooperatives, KOPAK [Ob'yedinenny komitet sodeystviya kooperativam; United Committee for Assisting Cooperatives] and from the Cooperative Department of the International Bureau of Labor. Such extensive participation in the work of our congress by foreign cooperative organizations serves as proof of the further expansion and strengthening that has taken place on the areas of mutual understanding and friendship, factors which link our Soviet cooperative specialists with the cooperative organizations of all continents as they strive to achieve peace, democracy and social progress."

The delegates extended a warm greeting to the foreign guests as they arrived for the congress -- delegations from socialist countries, the developing countries of Asia, Africa and Latin America, friendly cooperative organizations of western European countries, America and Japan. The delegates are warmly welcomed by Lars Markus -- the president of the International Cooperative Alliance, which has 370 members from 70 countries.

The agenda and the regulations governing the work of the congress are approved. The following questions are submitted for examination during the congress:

...the report on the work of the Tsentrosoyuz Administration and the tasks concerned with the further development of consumer cooperation in the USSR, in light of the decisions handed down during the 26th CPSU Congress and subsequent plenums of the CPSU Central Committee;

...the report by the Tsentrosoyuz Auditing Committee;

...the changes and additions to the Model Regulations for Cooperative Organizations and to the Tsentrosoyuz Regulations;

...the elections of the Tsentrosoyuz council and auditing committee.

Secretary to the CPSU Central Committee, I.V. Kapitonov, said a few words. He delivered the text of the greeting extended by the CPSU Central Committee, the Presidium of the USSR Supreme Soviet and the USSR Council of Ministers in behalf

of the congress. The delegates and guests received this greeting with loud and prolonged applause.

A report on the Tsentrosoyuz Administration was delivered by its chairman M.P. Trunov (a verbatim report is published on pages 2, 3 and 4).

A report on the Tsentrosoyuz Auditing Committee was delivered by the chairman of the committee V.A. Gudin.

Thereafter a discussion was held on the reports covering the Tsentrosoyuz Administration and Auditing Committee. The following individuals participated in the discussions: the chairman of the Rospotrebsoyuz /Union of Consumers' Societies of the RSFSR/ V.F. Yermakov, the chairman of the administration for the Glubokskiy Raypotrebsoyuz /Rayon Union of Consumers' Societies/ in Vitebsk Oblast A.Yu. Zhukova, the chairman of the administration for the Ukrainian potrebsoyuz /Union of Consumers' Societies/ S.V. Litvinenko, the chairman of the administration for the Uzbek potrebsoyuz Z.Sh. Siradzhev, the chairman of the administration for the Novosibirskiy Raypo /Rayon Consumers' Society/ in Novosibirsk Oblast A.G. Gumanenko, the chairman of the administration for the Kazakh Potrebsoyuz S.N. Tanekeyev, the chairman of the administration for the Tajik Potrebsoyuz A.G. Gazibekov, the chairman of the Gorkiy Oblast Executive Committee V.I. Semenov, the chairman of the Voronezh Oblpotrebsoyuz /Oblast Union of Consumers' Societies/ I.K. Nikonov and a senior shepherd in Dzhetysay Rayon in Issyk-Kul Oblast Z.S. Beyshekeyeva.

From the high tribunal of the congress, the speakers thanked the party's Central Committee, the Presidium of the USSR Supreme Soviet and the USSR Council of Ministers for the inspirational greeting, in which a high value was placed upon the role being played by Soviet consumer cooperation in the life of our society

The congress was greeted by the foreign guests: the president of the International Cooperative Alliance L. Markus, the chairman of the Central Cooperative Union of the NRB /People's Republic of Bulgaria/ I. Prymov, the chairman of the Union of Consumer Cooperatives for the GDR Kh. Farenkrog, the chairman of the All-Hungarian Council of Consumer Cooperatives I. Slamenitskiy, the chairman of the Union of Supply and Marketing Cooperatives of the SRV /Socialist Republic of Vietnam/ Nguyen Kuang Kuin', the chairman of the Central Union of Consumer Cooperatives for the KMDR /Korean People's Democratic Republic/ Khan Dyan Gyn, the 1st deputy chairman of ANAP /Natsional'naya assotsiatsii melkikh zemlevladel'tsev; National Association of Small Land Owners/ for Cuba Kh. Leon, the deputy minister of trade and procurements for the MNR /Mongolian People's Republic/ N. Begz, the chairman of the Supreme Cooperative Council for the PNR /Polish People's Republic/ Ya. Kaminskiy, the deputy chairman of the Central Union of Consumer Cooperatives for the SRR /Socialist Republic of Romania/ I. Radulesku, the chairman of the Central Union of Cooperatives for the ChSSR /Czechoslovak Socialist Republic/ I. Zagradnik and the chairman of the Main Cooperative Union for SFRYu /Socialist Federated Republic of Yugoslavia/ R. Svilar.

Today the congress is continuing its work.

Leadership Speeches

Moscow SOVETSKAYA TORGOVLYA in Russian 13 Dec 84 pp 1-3

/Speeches by various leaders; for additional articles on this subject, see FBIS Soviet Union DAILY REPORT, Vol III, No 240, 12 Dec 84 p R15 and Soviet Union DAILY REPORT, Vol III, No 242, 14 Dec 84 pp R8-R9/

/Excerpts/ Speech by Comrade S.V. Litvinenko, chairman of the Administration for the Ukrainian potreboyuz /Union of Consumers' Societies/

Dear comrades! The cooperation specialists in the Soviet Ukraine, thanks to the daily assistance being provided by the republic party and soviet organs, are making a large contribution towards the social transformation of the countryside and to implementing the Food Program. During the reporting period, the material and financial resources of consumer cooperation were directed for the most part towards improving the industrial efficiency of the cooperative organizations and enterprises, increasing the marketable resources, reducing the use of manual labor and improving the use of equipment. As a result of measures undertaken during the last 3 years of the five-year alone, approximately 600,000 square meters of additional trade and storehouse area were obtained. As a result of an increase in the procurements of agricultural products from the population and an increase by a factor of almost 1.5 in internal production, 8 billion rubles worth of food goods were sold.

The increase in retail commodity turnover amounted to 3.6 percent in comparable prices. However, we were unable to achieve the planned increase in it. This was mainly due to the low level of train organization. In this regard, we have approved additional measures for carrying out improvements in the organization of trade. Thus, in 1985 the plans called for complete rationalization work to be carried out at 7,000 stores, for work to be completed in connection with the opening up of stores in almost all villages having more than 100 residents and for packaging equipment to be employed in all areas. The plans also called for a complex of measures to be carried out in connection with improving operations with industry.

Under changing trade conditions, we are undertaking measures aimed at further improving the study of population demand. But it is our opinion that such measures will not exert a strong effect on the level of organization of this work so long as a solution is lacking for the problem of organizing an orderly system for servicing demand from bottom to top. The time is at hand for examining this question thoroughly, since in the absence of a determination of the scientifically sound demand each potreboyuz experiences difficulty in correctly orienting industry towards the production of those goods required for satisfying the population's requirements.

The procurement of agricultural products and raw materials occupies an important place in the work of consumer cooperation throughout the republic. Compared to the previous five-year plan, the volume of procurements during the current five-year plan increased by 20 percent. Over the past 4 years, a considerable increase has taken place in the procurement volumes for surplus agricultural products obtained from the private plots. However, the procurement organizations have problems which are in need of urgent solutions.

As yet, a solution has still not been achieved for the problem of improving price formation for early vegetables purchased from the population, despite the fact that this question has been raised repeatedly.

Or take still another problem. Large quantities of apples are not being purchased from the population at a time when the demand for them is not being satisfied completely in some regions throughout the country. This situation could be corrected partially through deliveries of 3d grade apples. However the shipping of such apples is forbidden by the GOST /state standard/. We could sell them directly in the procurement areas for industrial processing into juice, but this would not be a solution for the problem since recently the sale of apple juice in the retail trade has decreased by 50 percent.

In the interest of reducing the losses in fruit resources, the appropriate organizations, jointly with the administration of Tsentrosoyuz /USSR Central Union of Consumers' Societies/, must find solutions for these pressing problems.

The cooperative organizations included in the structure of the agroindustrial complex are equal members of RAPO /rayon agroindustrial association/, where they participate on an equal basis with all others in solving the national economic tasks. However, in the case of logistical supply the cooperation specialists for one reason or another do not enjoy the same rights as the remaining members of an agroindustrial association. At the same time, the problems concerned with improving logistical supply are still unresolved. We have requested USSR Gosplan and Gossnab to examine the needs of the cooperation specialists and to ensure that they are supplied first of all with motor transport and construction equipment and also gasoline.

For their part, the republic's cooperation specialists are devoting a maximum amount of effort towards ensuring the successful fulfillment of the tasks of the 11th Five-Year Plan. We have assigned a positive value to the work performed by the Tsentrosoyuz Administration during the reporting period and we fully support its measures directed towards expanding and improving international relationships and intensifying the campaign to achieve peace and security among nations.

Speech by Comrade Z.Sh. Siradzhev, chairman of the administration for the Uzbek Potrebsoyuz.

Dear comrades, delegates and guests!

Within the fraternal family of USSR nationalities, our republic, which recently celebrated its 60th anniversary, has achieved notable successes in developing the national economy and in improving the welfare of the people. All branches of the cooperative economy are developing at high rates.

During the reporting period, retail commodity turnover increased by 51 percent and the sale of products by public catering enterprises -- by 60 percent. The turnover in the sale of agricultural products purchased from the population at agreed upon prices increased by a factor of 2.7. Use was made of 410 million

rubles worth of capital investments. As a result of the carrying out of industrial efficiency measures over a period of 5 years, the cooperation specialists obtained 95,000 additional square meters of trade area and 18,000 seats in public catering.

We are attaching a considerable amount of importance to achieving a maximum increase in marketable resources and also to increasing our contribution to the Food Program. The creation of highly mechanized fattening farms and poultry factories in all of the republic's rayons made it possible to increase by twofold the production and sale of meat. Over a five year period, the gross output of our industrial enterprises increased by 84 percent.

The procurement turnover increased by a factor of 1.7.

At the same time, there are shortcomings in the work being performed by the republic's cooperation specialists. A lag has developed in connection with carrying out the plan for commodity turnover and at times the final indicators for the effectiveness of use of fixed and working capital are low.

During the course of the election campaign, the shareholders lost confidence in those leaders who were unable to solve those tasks assigned to them and who were incapable of or who did not wish to take proper care of cooperative property. It is our understanding that the personnel structure for the cooperative organizations, which was restored during the past election campaign, is capable of solving the difficult tasks confronting us.

In order to correct the situation and ensure fulfillment of the plan for commodity turnover, we are devoting special attention at the present time to improving the trade in goods of an adequate assortment, especially goods of a cultural-domestic and economic nature. We are creating such specialized stores as "Equipment," "Modern Domestic Economy," "Carpets," "Fabrics," "Footwear," "Clothing" and others. We are striving to have commission stores for the sale of industrial goods in all of the rayon centers and large populated points.

We are making extensive use of one particular reserve -- non-store trade forms: fairs, markets, sales-exhibits and mobile trade.

At the same time, I would like to state that we are awaiting more decisive changes in industrial operations oriented towards the production of consumer goods. In our opinion, this could promote the further development of direct relationships between the potrebsoyuzes and their wholesale bases with the industrial enterprises. We would like Tsentrosoyuz to examine the possibility of allowing us to establish such relationships not only with our own enterprises but also with those in other republics.

Further improvements in the work of cooperative organizations and enterprises are greatly dependent upon the use in our system of the achievements of scientific-technical progress. However, Minlegpishchemash /Ministry of Machine Building for Light and Food Industry and Household Appliances/, which is responsible for supplying the trade with equipment, is satisfying our orders for many types of equipment by less than 50 percent. There is an acute shortage of spare parts.

It is believed that Tsentrosoyuz, jointly with USSR Mintorg /Ministry of Trade/, should develop and introduce a recommendation calling for the creation in the country of a special branch for commercial machine-building.

Speech by Comrade Z.S. Beyshekeyeva, senior shepherd in Dzhety-Oguzskiy Rayon, Issyk-Kul Oblast, Kirghiz SSR

Dear comrades and respected guests! The country's 11th Congress of Consumer Cooperation is a great and unforgettable event in my life. I am proud of the trust placed in me by the republic's shareholders, having selected me to serve as their delegate.

The cooperation specialists are devoting a great amount of attention to us livestock breeders. There are more than 100 mobile stores and stationary enterprises in the oblast which are providing services for the livestock breeders and their families on distant pastures. The mobile stores follow a schedule in bringing us a fine assortment of goods. They always try, to the extent that it is possible, to fulfill the orders of the livestock breeders. However, in the words of the cooperation specialists themselves, the service could be better and more complete if there were more transport vehicles. Moreover, the available transport vehicles are not always able to traverse our difficult roads, especially in summer when we must travel to distant pastures located high in the mountains.

In view of the specific nature of our mountainous district and the difficult work being performed by the shepherds, we should be supplied with a greater number of vehicles possessing good cross country capability. Against an annual requirement for 50-60 mobile stores, the republic is receiving only four. The cooperation specialists must devote more thought to improving the assortment of goods and also to studying the demand more thoroughly. It is only rarely that lamp-glass and manual separators are made available for sale. In addition, there is a shortage of teapots and other items.

Over the past few years, consumer cooperation in the oblast has undergone further development and its logistical base and degree of technical equipping have been strengthened. For 1985, using the resources of the Repair and Construction Administration of the oblpotrebsoyuz [oblast union of consumers' societies], the plans called for the construction of a general educational school, a student cooperative store with a confectionery department and a dormitory facility, a "general goods" store, nine receiving and procurement points and other installations. At the same time, over the past 3 years the repair and construction administration was not supplied with even one of the mechanisms required for the carrying out of construction and repair work.

We will request the administration of Tsentrosoyuz, to the degree that it is possible, to solve these problems in an efficient manner. This will undoubtedly be of assistance in improving the services for the population, including the oblast's livestock breeders. And we for our part will devote a maximum amount of effort towards ensuring that the tasks assigned to the livestock breeders are fulfilled: to supply the nation with greater quantities of meat and milk and other food products and to celebrate the 40th anniversary of the Great Victory and the 27th congress of our own communist party with great labor accomplishments.

Speech by Comrade S.N. Tanekeyev, chairman of the Administration for the Kazakh Potrebsoyuz

Dear comrade delegates and respected guests! Consumer cooperation in Kazakhstan has been raised to a new level and it is participating in a more thorough and more extensive manner in solving the social problems in the rural areas. Its ranks now number 4 million shareholders and it services almost one half of the republic's population. During the reporting period, retail commodity turnover increased by 26 percent and its structure was improved.

Recently a specialized network of stores was created in the republic for the sale of construction materials. These stores have workshops in which, based upon orders from residents, window and door units are prepared, glass cutting and wood processing are carried out and certain other domestic services are rendered. Stores and departments have been opened up in large population centers for providing services for veterans of the Great Patriotic War, invalids and elderly people. Improvements have been realized in deliveries of goods to homes, field camps and farms.

We are developing the production of non-food goods based upon the use of local and secondary raw materials and production waste scraps. This form of our activity is acquiring greater importance and we plan to devote constant attention to it in the future.

At the same time, we are clearly aware that our work is fraught with serious shortcomings, as borne out during an interesting discussion held during the course of the election campaign. This year the plan for retail commodity turnover is not being fulfilled and just as in the past the system is bothered by many incidents of mismanagement, losses and unplanned expenditures. We are actively striving to eliminate these shortcomings and to organize all-round trade services for the population.

Considerable trade improvements are required for the small populated points and for certain areas of distant pasture cattle raising. Here an important role is played by the delivery trade. The system presently has approximately 2,000 mobile stores. However the mobile stores presently available are mounted on the chassis of obsolete automobile models, the bodies of which are suitable only for transporting goods and not for organizing the trade. It is believed that the time is at hand for organizing the production of good quality new types of specialized mobile stores. The use for this purpose of written off autobuses has shown that the delivery trade can be converted into self-service operations and that the delivery and stationary trades can be combined more effectively.

The great amount of attention being given by the central committee of our party to improving the working and living conditions of the livestock breeders is well known. It is hoped that the planning organs will take into account more completely the republic's requirements for those goods which are in high demand by the shepherds, particularly such items as warm clothing, footwear and so forth.

In remote populated points, the problem of supplying the population with bread and baked products is indeed acute. It is our opinion that a need has developed

for mastering the series production of small bread factories having a closed cycle, low energy intensiveness and capability.

In conclusion I would like to emphasize that the criticism directed at the Kazakh Potrebsoyuz, as expressed in a report delivered during the present congress, was both objective and fair. And we are drawing the necessary conclusions from this criticism and undertaking measures aimed at correcting the shortcomings. We support the recommendation to approve the work performed by the Tsentrosoyuz Administration during the reporting period and we assign it a grade of satisfactory.

Speech by Comrade A.G. Gazibekov, chairman of the Administration for the Tajik Potrebsoyuz

Dear comrade delegates and guests! In carrying out the decisions of the 26th party congress and subsequent plenums of the CPSU Central Committee and guided by the instructions and recommendations of Comrade K.U. Chernenko, consumer cooperation in our republic is making a great contribution towards carrying out the plans for the economic and social development of the republic and in every possible way it is promoting a merging of the standards of living of the municipal and rural populations. The overall volume of retail commodity turnover within the potrebsoyuz [union of consumers' societies] system increased by 37.6 percent during the reporting period. The per capita sale of goods also increased. The plan for retail commodity turnover for 3 years and 11 months of this current five-year plan was fulfilled. This was the result of a large amount of selfless work on the part of the republic's cooperation specialists as well as constant assistance by the party and soviet organs. At the same time, we are aware that the shortcomings and derelictions in our work and in the organization of trade for the rural areas have not yet been fully eliminated.

The demand of the rural population for more goods is not being satisfied completely. This applies to rubber footwear first of all, since our cotton growers and livestock breeders are experiencing shortages in this area. We are achieving an increase in capital -- with no results. We are unable to satisfy the requirements of the population in alpine regions for sheepskin and fur products. The problem with regard to supplying the population in such regions with fuel and electric heating appliances still remains unresolved. It is believed that the planning organs must devote more attention to these problems.

Many problems concerned with the development of public catering remain unsolved, despite the fact that a considerable amount of work has been carried out in this area. The plan for developing a network of enterprises during 3 years of the five-year plan was over-fulfilled to a considerable degree. Over the past 5 years, the turnover in public catering has increased by 48.8 percent. At the same time, the feeding of students at general education schools has been organized very poorly. In some areas only 25 percent of the schools have dining halls. We require a great amount of assistance in organizing educational programs and in the allocation of facilities for dining halls and snack bars.

In recent years, we have been devoting a great amount of attention to the production of consumer goods. During the reporting period, the cooperation

specialists produced almost 300 million rubles worth of various types of food and industrial products. Moreover, the average annual rate of increase in production was 8 percent. The production of consumer goods from secondary raw materials and waste products is being organized. However, our successes could be even greater if solutions were found for the motor transport problems. Today more than 40 percent of the trucks have been in operation for more than 10 years and approximately 25 percent of the vehicles have completed more than 400,000 kilometers. And indeed railroad transport for all practical purposes is lacking in the republic. We should have asked Tsentrosoyuz to furnish us with assistance in solving this problem. For their part, the republic's cooperation specialists are devoting a maximum amount of effort towards fulfilling and over-fulfilling the plans and tasks for the current year and the five-year plan as a whole.

Speech by Comrade V.I. Chigirya, chairman of the Administration for the Belorussian Potreboyuz

Comrade delegates! As a result of the constant attention shown by the Central Committee of the Communist Party of Belorussia and the government of the republic and also the assistance furnished by local party and soviet organs, the cooperation specialists in Belorussia have achieved definite successes in the development of all branches of the cooperative economy.

At the present time, our efforts are concentrated on searching for and placing in operation internal reserves and opportunities calculated to improve our work. Since the beginning of the current five-year plan, the cooperation specialists have produced consumer goods and purchased agricultural products valued at almost 1,830,000 rubles, or 57 million rubles more than the task.

Having launched a socialist competition to worthily prepare for the 11th Congress for the Country's Cooperation Specialists, the workers in our branch completed ahead of schedule the fulfillment of the plan for 4 years of the five-year plan for the overall volume of industrial products produced and for the production of sausage products, smoked foods, smoked fish, baked goods and confectionery products.

However, we are aware that by no means is use being made of all the reserves that are available for improving trade services for the population or for satisfying consumer demand more completely.

Nor is full use being made of the available production capabilities. In addition, the number of enterprises and organizations which are not fulfilling their tasks is declining very slowly.

In the interest of eliminating these and other shortcomings as rapidly as possible, a program of measures is being carried out in the cooperative organizations aimed at further developing the logistical base. However, we are of the opinion that this work is being carried out far too slowly.

The chief reason for this lies in the fact that our requests for technological equipment are being satisfied by only 30-40 percent and for some types of

equipment -- the situation is even worse. Only limited quantities of certain types of equipment are being made available -- dough preparation units, machines for washing glassware, dosing equipment and other types of equipment.

At our canning plants there is a lack of equipment used for cutting up apples for compotes and for cleaning garlic and onions. There is also a shortage of spare parts.

Tsentrosoyuz must solve in a more persistent and effective manner those problems concerned with satisfying the requests for technological equipment and spare parts.

We are devoting some thought to our future development. Moreover, we are devoting special attention to work with youth, who constitute more than one third of our work force. Each year, more than 10,000 young men and women commence work in consumer cooperation.

The komsomols and other youth are making a notable contribution towards the development of the consumer economy. The komsomol youth collectives, of which there are more than 1,300 in the system, are setting a fine example in the carrying out of their work.

The komsomol organs of Belorussia and the administration of the republic's potrebsoyuz are coordinating the work concerned with further raising the labor and social-political activity of the youth.

In the future, we will persistently improve the work being carried out in the collectives in connection with the communistic and moral upbringing of the youth. This will serve to guarantee further progress for our social-economic organization.

Speech by Comrade G.I. Vashchenko, USSR Minister of Trade

Dear comrades! In behalf of the Board of the Ministry of Trade and all state trade workers, allow me to extend a warm welcome to the delegates to the Congress and thus to all of the country's cooperation specialists and to wish you new successes in your man-sided activities.

It is difficult to exaggerate that which has been accomplished by the cooperation specialists during the past 5 years and also that which they will accomplish in the future.

The party has assigned the task of achieving a considerable increase in production and saturating the market more rapidly with the deficit goods. This point was discussed in a very complete manner by the General Secretary of our party's Central Committee and chairman of the Presidium of the USSR Supreme Soviet Comrade K.U. Chernenko, in a speech delivered before a recent meeting of the Politburo of the CPSU Central Committee.

An all-round program for the production of goods and services for the period up to the year 2000 is under development. Comrade K.U. Chernenko emphasized that

the time is at hand for all ministries, enterprises and associations without exception to join in the work of producing goods and performing services for the population.

The production of new goods possessing better consumer qualities must be increased. This will make it possible to satisfy the requirements of our Soviet people in terms of a broad range of their needs.

We must study demand thoroughly and prepare accurate and sound orders for industry. Moreover, we must develop trade and trade turnover in a manner so as to ensure that the people are supplied with all of the goods required. The work must be organized in a manner such that the indicators of a store, trade or branch are dependent precisely upon the degree of satisfaction of the requirements.

The time is at hand for organizing trade anew and in terms of an entire series of very important trends and goods. In this regard, I would like to emphasize the special role played by wholesale trade. In both the center and out in the various areas, we must solve more efficiently two tasks -- ensuring uninterrupted operation of stores and the availability in each one of them of a complete assortment of goods. And an inspection has revealed that not all of our wholesale organizations are operating in this manner. For example, at a base there were 25 types of watches and in a store -- 5. This represents very poor work on the part of the base, which is under an obligation to ensure the delivery of all goods that are available.

The list of deficit goods is decreasing rapidly. Thus the methods which were used earlier for fulfilling the plans have now become obsolete. Goods must be offered to the purchasers in a more active manner, advertising practices must be improved and truly modern stores must be created. It is noted that the number of such stores is still very low.

One particular inefficient practice has still not been eliminated: goods are distributed among a number of stores, where they lie idle, become old and spoil. It is for this reason that the above-normal supplies of goods are increasing in the trade. At the present time, more than 3 billion rubles worth of such goods have accumulated in the trade and especially in the retail trade. Especially large above normal supplies of goods are to be found in Uzbekistan, Georgia and Azerbaijan. Moreover, these supplies unfortunately are found mainly in the cooperative trade.

This then is the result of chronic shortcomings in work with industry and poor commercial activities. The goods must be maneuvered and purchasers sought for them; the supplies should not be frozen in warehouses of subsidiary facilities. This is a serious problem.

A great deal is being accomplished at the present time in the interest of developing the logistical base for wholesale operations, especially in consumer cooperation. As state trade workers, we envy the amount of work you are carrying out in connection with the creation of wholesale bases. It seems to us that the sphere of their influence must be more extensive. Obviously, we must

not be limited within the framework of consumer cooperation, but rather we must proceed in like manner as in Lithuania and a number of other areas, where the wholesale bases supply the stores of both state and cooperative trade.

We must abandon the obsolete positions and customs: my funds, my limits and my deficits. This, it bears mentioning, applies to the placement of trade enterprises. Thought must be given to ensuring that small similar type stores having different systems but the same type goods are not located next to one another on the same street. Unfortunately, work directed towards achieving more efficient specialization is being dragged out and it was to have been completed during this five-year plan.

Deserving of mention is the great amount of work being performed by consumer unions directed towards creating a network of stores in the cities for the sale of agricultural products. We attach great importance to this work and we hope to see constant increases in the sale of these products and an expansion in their assortment. The city-dwellers will be grateful to the cooperation specialists for accomplishing this.

The importance attached to the use of a leading technology in the trade and public catering is well known. This is the general line for future work. During the next five-year plan, the conversion over to packaging equipment and to the use of packaged goods must be completed in all areas. Much has been accomplished in this regard in Tselinograd, Voroshilovgrad, Klaypeda, Kharkov, Penza, Chernigov, the Latvian SSR and in other areas. Success will be achieved in those areas where a maximum amount of initiative has been displayed by the local organs. We believe that this work must be organized properly in the near future and completed during the next five-year plan. The general line in public catering -- the general introduction of an industrial technology for preparing food and selling it and the carrying out of the established tasks with no increase in the number of workers.

The forthcoming 27th CPSU Congress must be celebrated with worthy successes in labor. During the new five-year plan, a higher standard of living must be achieved for our Soviet people, improvements must be realized in management and the effectiveness of trade must be raised. Dear comrade cooperation specialists, allow me to wish you success in this most important sector of work and let us hope that your 11th Congress will serve to bring about improvements in all consumer cooperation.

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CONSUMER SECTOR POLICY AND ECONOMICS

COMMODITY MASS MEDIA ADVERTISING HIGHLIGHTED IN KAZAKHSTAN

Alma-Ata NARODNOYE KHOZYAYSTVO KAZAKHSTANA in Russian No 10, Oct 84 pp 36-38

[Article by S. Nurlanov, director of the Kazakh Advertising Agency of the Soyuztorgreklama (All-Union Advertising Trade Association): "So That Advertising Would Achieve its Goal"]

[Text] The following examples speak of trade advertising effectiveness. The clearance sale of Sadko-733 and Vityaz'-733 television sets, the Orfey-101-stereo electric record players and other equipment at the Alma-Ata Radiotekhnika Trade Name Store was not going well. And this was despite the fact that it was notable for its high consumer characteristics.

The Kazakh Advertising Agency of the All-Union Advertising Trade Association had an agreement with the store. Its collective together with trade workers has worked out measures for organizing a sale exhibition of these commodities. An important place in them was allotted to advertising goods with the aid of mass media--the newspaper VECHERNYAYA ALMA-ATA and the Kazakh republic radio and television. This has corrected the situation at the store immediately.

The advertising agency makes especially much effort when the matter concerns propagandizing one or another novelty. The base of the Konservvintorg [not further identified] once received a new commodity from Tajikistan--pumpkin juice. It appeared in the retail trade network, but did not arouse interest of the customers. The base turned to us. As a result of advertising actions--publication in newspapers and television and radio broadcasts on its wholesome properties--the product was sold.

Or the following fact. The base of the Kazkul'ttorg [Kazakh Organization for Trade in Goods for Cultural Purposes and Sports] had stocked too many carpenter's benches used in children's creative activity. The items needed by young technicians were lying around unsold. Advertising also helped out here. Its accurate direction and convincing arguments have helped the commodity in getting the so-called "green light."

The Kazakh Advertising Trade Agency was organized in May 1981. However, it already has an impressive record of services provided to enterprises and organizations of the Mintorg [Ministry of Trade], the Kazpotrebsoyuz [Kazakh Union of Consumers' Societies], the Minlegprom [Ministry of Light Industry], the Minbyt [Ministry of Consumer Services] and other ministries and departments of the republic. Our organization constantly assists manufacturers of one or

another type of production to find a road to customers. Thus, articles made of porcelain, crystal and ceramics, domestic and imported furniture, rug goods, woolen fabrics, jewelery, video tape recorders and television sets, clothing and other commodities were actively sold to the population of the republic with the aid of advertising.

At the present, more than 300 customers are using the services of our agency, which operates on a cost accounting basis. The amount of agreements concluded with them this year totals R1.88 million. For the purpose of conducting advertising campaigns, we have correspondent centers in 15 oblasts and equipment for motion picture filming and photographing and preparing radio broadcasts.

The tasks being solved by the agency are becoming increasingly more complicated, which is prompted by conditions of the republic's developing economy. This requires a thoroughly thought out and well-organized advertising. A significant place in the agency's work plans is occupied by more than 20 long-term campaigns. Their goal--to develop in people a need to improve the way of life, considerate treatment of national property and skillful use of the advantages of progressive forms of trade and consumer services.

In fulfilling the resolution of the CPSU Central Committee and the USSR Council of Ministers "On Strengthening Work in Economical and Efficient Utilization of Raw Material, Fuel and Energy and Other Material Resources," we have prepared a program under the motto "An Everlasting Reverence Toward Bread." Together with specialists of interested ministries and departments we prepare materials on the latest agricultural equipment, leading manufacturing methods in grain processing and baking of bread and flour products, utilization of food scraps and so forth.

In accordance with a plan of measures, which was confirmed by the interdepartmental council for advertising, the agency together with the Ministry of Light Industry, the Ministry of Trade and other ministries and departments has conducted an advertising campaign under the title "Seasons of Year--Seasons of Fashion" on clothing, footwear, underwear, knitted outer wear, headdress and articles made of caracul and mink.

We are participating in the holding of sale exhibitions. We are also devoting serious attention to advertising commodities for children, household appliances, fertilizers, gardening and household equipment, types of services, leading experience, environmental protection and so forth.

Special-purpose selections on such directions, which are of social significance, are regularly carried in Kazakhstan's periodical press. With the assistance of the agency's correspondent centers, advertising material is also carried on the pages of local periodical press, broadcast over the radio and shown on television. Thus, on the republic's television the advertising is shown for 15 minutes twice a week. We are filming brief motion picture topics in which artists of republic theaters participate. As a rule, such advertising is interesting and helps a viewer to devote close attention to the commodities being offered. Quite often we propagandize articles on television with the aid of photographs and collages.

Radio advertising, which is broadcast over the republic radio five times a week, exerts just as much influence on listeners. Here one can hear interviews with

specialists, reports on sale exhibitions, from bazaars and fairs and even radio staging... with fairy-tale characters. Announcements of forthcoming mass trade measures are also broadcast over the radio.

In 1983, a printed advertising sector was organized in the republic. With the aid of graphic means, artists, photographers and editors are turning out posters, leaflets and outlines. Orders of trade organizations, enterprises and departments are printed on the paper supplied by a customer of the agency.

As of this year, the collective of the sector has mastered new types of work--booklets and small leaflets on household goods. The output of colorful booklets from slides has begun at the Talgar printing house.

The agency has begun using billboard advertising on the sides of sport structures--the Central Stadium of the Kazakh SSR and the Alma-Ata Palace of Sports. In prospect--"development" of billboards at railway stations, bus stations, airports and kolkhoz markets. With their assistance, Alma-Ata residents will be informed about services of various consumer service enterprises.

We have participated in the all-union contest for best organization of advertising. Our work was honored with a third prize. According to the socialist competition results of collectives of enterprises of the All-Union Advertising Trade Association in 1983, the Kazakh agency won first and second places respectively for trade advertising in the first and second quarters, and a second place in the first quarter of this year.

Advertising is a prime mover of trade. But, of course, there are situations when even it is unable to change market conditions for individual commodities of "slowed-down realization." For example, for the purpose of improving the trade in Pamir brand refrigerators some advertising material was prepared last year, but as a result only R7,000 worth of such units were sold. In this case the agency had to deal with a commodity whose quality yielded in quality to other brands.

The occurrence with the sale of the Pamir refrigerator units is not an isolated one. The advertising of footwear of the Alma-Ata Dzhetysu Production Association and the Dzhambul Leather Footwear Production Association was not very effective. These products, which have good uppers and soles, are quite often of obsolete fashion and sometimes of poor quality.

The principles of socialist advertising require that an advertised commodity be only of first-rate. The advertising agency values the trust of a consumer and tries to refrain from propagandizing products that are of poor quality and old fashion.

In order to prevent such incidents, it is necessary to centralize funds which are allocated for production advertising. This process is already underway in the republic at the Ministry of Light Industry, the Minlesprom [Ministry of the Timber and Wood Processing Industry] and some republic wholesale offices. A fund for conducting comprehensive advertising campaigns and various fairs has

been established in the Alma-Ata City Trade Administration. The question of establishing such a fund in the Kazakh SSR Ministry of Trade is being solved. In prospect, the advertising agency will strive for reaching agreements only with ministries and departments. This will make it possible with the assistance of qualified specialists to advertise only best commodities.

Ministries and departments must institute an optimum percentage of deductions from goods turnover, which is allocated for advertising. At the present time, these funds are formed without taking the requirements into account. Thus, the fund for conducting advertising campaigns at the Minmestprom [Ministry of Local Industry] totals only R20,000--only several tens of rubles for every subordinate enterprise. Of course, it is quite clear that this amount is not sufficient.

Advertising must precede the appearance of a commodity on the market. In our time it is important as never before that not only constructors but artists, designers, advertising specialists, printing industry workers, sociologists and psychologists devote effort in the output of a new model, regardless if it is a shirt or an iron, a motorcycle or a toy and so forth. At the present time, the agency is receiving an extremely insufficient number of orders from ministries and departments for advertising products, which will appear on store shelves in the 6-8 months ahead. An example in this regard was demonstrated only by the republic House of Fashion Footwear and the republic House of Fashion Knitwear, which have placed orders for advance notification of customers with the assistance of television, radio and newspapers.

It is necessary that advertising services together with industrial enterprises raise propagandizing of new products to the level of contemporary requirements, constantly coordinate it with trade specialists and attentively listen to the opinion of consumers with respect to the variety of goods, their quality, packaging and other characteristics. A role of no small importance for this purpose can be played by cooperating institutions, enterprises and organizations in conducting advertising campaigns. The experience of such cooperation is also available. For example, we are conducting annual campaigns devoted to mass realization of commodities for children. Participating in them are ministries of light and local industries, wholesale bases of the Ministry of Trade--the Kaztorgodezhda [not further identified], the Kazobuv'torg [not further identified], the Kazakh Organization for Trade in Goods for Cultural Purposes and Sports, the Detskiy Mir Department Store, the TsUM [Central Department Store] and consumer service enterprises--the Kazakhstan firm and the dry cleaning factory.

Printed advertising material can also be produced on a cooperative basis. Today, we have only one order for the output of such production for joint utilization--from the Ministry of Light Industry and the republic office of the Kaztorgodezhda.

Quite often there is duplication of advertising, since quarterly plans for advertising are not corrected by industry and occasionally trade conditions are not taken into consideration. Let us say that an order for advertising fabrics is given by the Kustanay Worsted Woollen Cloth Combine, the republic

office of the Kaztekstil'torg [not further identified] and the Kazakh Union of Consumers' Societies. All of them want to see extensive radio and television programs with an original scenario, although their goal is the same--to sell fabrics by describing positive properties of products to customers. Of course, in this case it is more sensible to prepare one radio and television program or a subject matter on a cooperative basis, which then can be repeated by being shown in different regions and thus the information contained in it can be brought to a much broader circle of consumers.

At the 14th plenum of the Kazakhstan Communist Party Central Committee, Comrade D. A. Kunayev, member of the Politburo of the CPSU Central Committee and first secretary of the Kazakhstan Communist Party Central Committee, stated: "The country and the republic are entering a new stage, having tremendous possibilities at their disposal for solving great sociopolitical tasks. The most important for all of us and our domestic policy was and remains the concern for the worker and his growing material and cultural requirements. The party has set the task aimed at raising even higher the people's well-being, the quality of life of the Soviet people--consumption of commodities and services, provision of housing, education, public health, labor conditions, pension security and spiritual development."

It is precisely these tasks that the collective of the advertising agency is trying to solve. It helps the population in getting its bearings in the sea of commodities, and assists customers like an intelligent and considerate "harbor pilot."

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UKRAINIAN OFFICIAL ON CHANGES IN PUBLIC CATERING SERVICES

Moscow SOVETSKAYA TORGORVLYA in Russian 22 Dec 84 p 3

[Report by Ukrainian CP Central Committee Secretary Ya. Pogrebnyak:
"Combining Efforts"]

[Text] The measures envisaged by the 26th CPSU Congress on further development of public catering devote special attention to improving organization of hot meals at the place of work. For us these instructions from the congress were an orientation point and are perceived as an important part of the measures for improving social and living conditions in production. During his meeting with the workers at the "Serp i Molot" [Hammer and Sickle] Metallurgy Plant in Moscow, Comrade K.U. Chernenko pointed out that one of the best means of visual agitation in favor of our way of life is a good dining hall at the workshop.

But the public catering workers are not capable of achieving qualitative, serious changes in this matter by themselves. The problem must be solved jointly, by the whole community, as they say.

Definite results have been achieved in our republic in further improving public catering at the workers' place of duty. In the course of the past eight years nearly 5,000 workers' dining halls, seating 370,000 people, have been put into operation. Their total number has nearly doubled. Presently, 1.5 million workers and employees can take their places at the table. Practically every enterprise having no less than 250 persons per shift has its own dining halls now.

In organizing and directing work on improving catering services to the workers at their place of duty we are paying primary attention to the main branches of the national economy, such as the coal industry, ferrous metallurgy and industrial construction. Providing places in workers' dining halls in these branches today is virtually the norm. Speaking favorably of public catering at the plant are workers at the industrial associations "Kievskiy Radiozavod", "Zaporozhtransformator" imeni V.I. Lenin, the "Foton" Association in Simferopol', and many of the mines in the Don Basin.

The very best propaganda in favor of such changes is that which has already been done, which is already achieved. And it is primarily the large, progressive enterprises in the republic that can serve here as examples; it is precisely here that the most noteworthy results have been achieved. Let's

take for example the Khar'kov Tractor Plant imeni S. Ordzhonikidze industrial association, where each of the 50 dining halls, cafes or buffets can be provided hot food at a moment's notice. Special attention is given to those who work the evening shift. The sale of semi-finished products and deli items is given special attention. There are 14 tables in operation for placing orders at the main plant.

This is a result of the fact the the plant food service system has become a matter of daily concern to the party and trade union committees. General Director V.V. Biblik, Hero of Socialist Labor, carefully examines all questions of strengthening its material-technical base. Food service workers have a right to consider themselves part of the glorious cause of the Khar'kov tractor builders.

We are trying to give broad dissemination to the experience of the Khar'kov Tractor Plant and the other production collectives which have set the tone in this important matter.

One must point out that there is still quite a bit to do in this matter. There are a number of industrial enterprises in the republic, especially in the systems of Minenergo [Ministry of Power and Electrification], Minstroy-materialov [Ministry of the Construction Materials Industry], and Goskom-sel'khoztekhniki [State Committee for the Supply of Production Equipment for Agriculture], where one could still wish for better organization of food service for the workers.

Of considerable importance in eliminating the existing deficiencies in the organization of hot meals for the workers in these and other branches of the republic's national economy was the examination conducted by the Central Committee of the Ukrainian Communist Party of the state of public catering in the system of the republic ministries of light, food and local industry, as well as in motor transport. Reports from a number of oblast party committees were heard on this very question. In particular, serious criticism was given to the economic administrators, party and trade union organizations building atomic power stations, where shortcomings were found in the organization of hot meals for the construction workers. Presently the situation at these projects is changing for the better, now that the necessary assistance has been rendered. The Ukrainian Communist Party Central Committee and the republic council of ministers are devoting a great deal of attention to creating and developing subsidiary agricultural enterprises, whose production goes to enhancing the menu at dining halls for the workers, at dispensaries, and at child care institutions. It is a question of specific and effective measures with strict party control over their implementation.

Serious work is going on everywhere in the republic for eliminating existing shortcomings, and for generalizing and disseminating progressive experience in organizing hot meals at the workers' place of duty. In particular I would like to point to the republic seminars and conferences held in Dnepropetrovsk, Zaporozh'ye and Voroshilovgrad Oblasts on this subject, which were organized by the Ukrainian Communist Party Central Committee in conjunction with the republic trade union council and the UkSSR Mintorg [Ministry of Trade].

One must note that the recent All-Union Seminar in Riga organized by the CPSU Central Committee has been highly educational for everyone connected with organizing everyday life in production. The representatives of the Ukraine gained a great deal by studying the progressive experience in Riga and in Latvia on organizing food services for production workers, and on various forms of social and domestic services to the workers and employees.

The seminar which was held stressed once again that further development and improvements in the organization of food services at the workers' place of duty is a matter which depends not only on the introduction of the latest equipment and industrial technology of food preparation to culinary production; it primarily depends on a definite change in the consciousness of people responsible for this sector of work, and in the attitude toward it of the administrators of the industrial enterprises, the construction and transportation organizations, the institutions, the scientific research and planning institutes, and others.

Striving to more rapidly put into effect the recommendations made at the All Union Seminar in November, we held a business meeting in Kiev with the party obkom secretaries, the administrators of the republic ministries and departments, and the chiefs of the oblast public catering associations. The participants took great interest in the fact of how food service was organized for the workers at the V.I. Lenin Elektronmash Production Association in Kiev.

In the current five-year plan reconstructing and reequipping the dining hall at the enterprise's expense permitted expanding it by 300 places and bringing it up to standards. Making up and serving the food is mechanized here, as well as the collection and washing of dishes. Every day two tons of semi-finished products, deli and pasty articles are processed here, and are sold through culinary stores. There is a special hall with 320 seats where national cooking days are held. In the dietetic hall more than 500 people are fed each day on passes from the trade union. The trade union committee allocates nearly 200,000 rubles each year for these purposes. With the aid of the plant designers and artists, the interiors have been decorated in an original manner. It has been supplied with comfortable furniture and has become a truly hospitable place.

The association has also manufactured and installed in the dining hall a system of equipment which makes it possible to control the production of food services from a dispatcher point which has a special panel, an industrial control station and telephone connections with all the shops. The first series of a dining hall automatic control system has been introduced. Here information is automatically collected and processed; the number of meals prepared and sold is calculated, and meals are offered on credit.

Incidentally, every quarter a certain amount is allocated from the fund for socio-cultural measures at the plant for bonuses for the best food services workers. General Director of the Association, Hero of Socialist Labor A.F. Nezabitovskiy considers the dining hall his own production shop, and Z.V. Shutaya, chief of the dining hall, is one of the most respected supervisors in the association.

What sort of tasks do we currently consider most important in work on further improving food service to production workers?

At each industrial enterprise, each construction project and each transportation organization employing 250 persons or more, the number of seats in the workers' dining halls must by the end of the current five-year plan be brought into line with the standards. The task has been given to significantly improve organization of dietetic food for the workers, and also services for those who live in dormitories.

Maximum mechanization of technological processes in public catering must be achieved, and progressive forms and methods of service must be widely introduced. By the end of the five-year plan, culinary stores or departments selling semi-finished goods and deli items should be opened at every enterprise employing 500 people and up.

Concrete plans have been developed to solve these problems in every oblast, rayon and city. The appropriate organizational work is being conducted to implement the plans. But here is something else: quite often, while designating the dining hall as a shop in the plant, and even as shop number one, we still are far from solving the question of providing incentives for the labor and the efforts of the food service workers at the plant, on the basis of the end results of the production collective whom they serve, directing resources for this purpose from its material incentive fund. And after all, the connection of public catering with the results of the production activities of the collective they serve is obvious.

Currently certain enterprises are taking such measures independently. But this is being done carefully. One would think that some sort of uniform approach is needed here, that certain rights should be granted to the production collectives to solve this question themselves. In any case the question remains thus, and it deserves serious consideration. The opinion of the AUCCTU and the trade union organizations is particularly important here.

One should always bear in mind that a well-thought-out work regimen for the dining hall workers, and the possibility of receiving hot meals not only in daytime but also on the evening and night shifts, well-organized dietetic food services and the services of culinary stores--all of this, together with careful operation of domestic services points, well-organized medical services, and comfortable living conditions--strengthen one's health, create a good mood in people, and have a positive influence on the growth of labor productivity.

9006
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POOR PACKAGING OF FOOD COMMODITIES CAUSES CONCERN

Egg Carton Deficit

Moscow LESNAYA PROMYSHLENNOST' in Russian 4 Dec 84 p2

[Article by O. Korionov: "An Omlette on the Asphalt"]

[Text] "No matter when I would ask for an egg carton in the stores [sometimes there's nothing to take them home in], they would always give me one. But here of late I've been refused. 'It's not done', the sales person said, which came as a great surprise to me. After all, judging from the way they handle cartons in the stores, there is more than enough. At one time it was the fashion to paste padded paper to both the sides and even the tops of the carton. Isn't that interesting; the salesperson had the right to refuse to provide packaging!"

--O. Kurguzov, bookkeeper

"There's not enough packaging," declared I.A. Bakhtin, chief of the USSR poultry-raising industry. "The growth rate of egg production has greatly outstripped the production of cartons for them. Every year we increase egg production by two billion eggs, for which about 67 million padded cartons are required. And where are we to get them?"

"There is really nowhere one can get the additional millions of cartons because the production capacities are not large enough. The existing equipment is already working at full capacity, and is practically speaking unable to provide more output. The USSR Minlesbumprom [Ministry of the Timber, Pulp and Paper, and Wood Processing Industry], for example, which produces about 44 per cent of the total padded carton output has over the last five years added only 3.6 million units to the plan. Obviously production has to be expanded. But, incidentally, not everyone thinks so".

"As far as I know the question of increasing production of padded cartons has not been posed in our ministry", said I.A. Litvinova, deputy chief of the planning department at the cellulose-paper and chemical-wood processing planning administration, Minlesbumprom USSR. "In general we have no problems whatsoever with them".

V.N. Rosen, deputy chief of the production administration of the cellulose-paper and chemical-wood processing industry, Minlesbumprom USSR, chief of the production organization, began the conversation with a question:

"What's there to talk about? It's small-scale production"; later, I.A. Litvinova repeated these sentiments almost word for word.

At Ptitseprom [Poultry Raising Industry] they showed me a thick file of official correspondence devoted to the shortage of egg cartons. There was a letter there of 31 January 1974, addressed to G.F. Pronin, who was then deputy minister of the paper-cellulose industry (Currently he is deputy minister of the timber, paper-cellulose, and wood processing industry), and to the former deputy chairman of the board of Tsentrosoyuz [USSR Central Union of Consumers' Societies]. The letter cited several enterprises where it was planned to set up production of padded cartons. And it noted that they, along with the already-existing enterprises, would annually provide 700 million cartons to the country. For comparison, the planned figure for this year is--290.6 million cartons.

And here is a letter from Mosgiprobum [Moscow Branch of the State Institute for Planning for Enterprises of the Pulp, Paper and Hydrolysis Industry], written in 1979. The institute asked the USSR Ministry of Agriculture to submit its requirements for cartons for the coming years. And it did so. The requirements specifically stated that in 1985 the national economy would require 350 million padded cartons (for one-time use) and 2.3 million egg boxes.

I call the deputy chief engineer at Mosgiprobum, V.I. Mudrik. He believes as follows: "Why build our own shops; it's better to purchase the equipment abroad. Our machine builders have no experience in creating such equipment".

Evidently this point of view is also shared by the producers, who are not concerned about creating native manufacturing lines for producing padded cartons. Their equipment was purchased abroad, from the Harmann firm in Denmark. In 1972 the Danish machinery produced the first million cartons, and in 1980 they were operating at full capacity--the Kashirskiy Experimental Paper Carton Factory, the Zhidachov Cellulose Carton Plant, the Vilnyus Fibre Plant, and the Kishinevsk Carton Combine together produced 292 million padded egg cartons. This indicator turned out to be the limit, and production has practically not grown at all for several years.

N.I. Lykov, chief of Syouzglavtary [probably, Main Administration for Box Production], summed it up as follows: "We've got to buy more foreign equipment. If USSR Minlesbumprom had given the problem more thought earlier and had addressed the problems of producing the required equipment with the machine-building ministries, we would have our own equipment today".

But for the time being, Soyuzglavtary has been forced to take measures for reusing the cartons.

"The material-technical supply plans for the egg factories stipulate that the cartons must be reused by the factory and the store not less than 3-4 times. And this is not altogether convenient, neither for the factory nor for the store", noted G.S. Kolobova, a deputy department chief at Soyuzglavtary.

"I'd say its not at all convenient", said I.A. Bakhtin, continuing the discussion. "They don't especially pamper the cartons in the stores, and often store them in damp places and even under the open sky. Besides, in order to liberate a box, you have to sell the contents. And this is not always easy to do. At the warehouses, several million eggs are always waiting their turn. That means that some of the containers are returned to the egg factories after considerable delay. And some are not returned at all. And finally, paper cartons cannot be subjected to moist disinfectants. I'm convinced that cartons should be for one-time use".

And in conclusion, about the service:

"We try not to give the customers cartons", said I.P. Moor, director of store No 5, Bauman Regional Food Trade Organization, in Moscow. "But if they insist, the sales person will not refuse. It happens, you know, that sometimes the shopper has nothing to carry the purchase in".

"And who", I asked, "bears the losses in this case?"

"The store", answered I.P. Moor. "And the losses are not at all insignificant".

"One can solve the problem simply", says I.A. Bakhtin. "Supply the eggs to the trade system unpackaged, in crates. But in order to do this, Minlesbumprom has to make the appropriate decision, and has to arrange for their production at its enterprises. However, the position of the workers at this ministry is well known. So far they've produced crates for 200 million eggs. But you see, this is a small portion of the total volume. What's more, the crates are bad; they're thin. They're made by amateurs".

I'd like to recount a favorite saying of the chief of Ptitseprom, USSR: "An egg is a well-packaged pharmacy". It's true, there are more than enough vitamins in an egg. But it is an irony of fate that there is often nothing in which to package these well-packaged vitamins.

(This article was published in SEL'SKAYA ZHIZN' on 30 November under the headline, "By an Irony of Fate".)

Packaging Improvements

Moscow NEDELYA in Russian No 50, 10-16 Dec 84 p 5

[Article by S. Bogatnou, a student in the journalism department, MGU: "The Packaging of Tomorrow"]

[Text] Shoppers have become accustomed to paper cartons and boxes in which milk is sold, to plastic bottles for sauce and tomato paste. But time goes on, and scientists are offering us new kinds of packaging for foodstuffs. G. Robsman, chief of the box department at the All Union Scientific Research Institute for the Canning and Vegetable Drying Industry, spoke to us about forthcoming new developments in packaging:

"Preserved food containers will be made from lamister--aluminum foil covered with polypropylene film. A container made from lamister is semi-rigid, is lightly plated, and its production does not require tin. In a number of the country's cities, in several republics, canned juices will be produced in soft packaging made from a combination of materials (lavsan plus aluminum foil plus polyethelene); packages will have a capacity of 200-250 grams, they'll be convenient for shipping, and the juice in them will be preserved for up to six months.

"Soon to appear on the shelves are the so-called 'bags in a box'--packaging for several liters made of a combination of materials, and placed in a cardboard box. Hot juice is poured into the 'bag' in the carton and is hermetically sealed with a rubber cork. And so you have a kind of 'thermos'.

"Our institute is completing development of a new kind of bottle, made from polymers. They are transparent, like glass, but are much lighter and do not break. After use they are recycled. As you see, the new containers are basically designed to pay for themselves, as it is possible to reuse the materials again and again.

"In the near future milk (sterilized) will be sold in five-layered containers, also made from a combination of materials, and will have a shelf life of up to six months".

9006
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FOOD PROCESSING AND DISTRIBUTION

CARTOON COMMENTARY ON FOOD PROCESSING

Moscow KROKODIL in Russian No 29, Oct 84 p 12

[Text] Poor Quality of Packaging



-- So what did you see in that old pear?

-- But you see it's packaged!

Drawing by R. Drukman

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